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BROADCASTING

Broadcast Advertising

Vol. 16 • No. 12

JUNE 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number)

SCHOOL OF BUSINESS ADMINISTRATION
Miami
University

"He's waiting for the

1939 Iowa Radio Audience Survey!"

● One of the bright young men in our Research Department tells us that the world's record for breath-holding is barely over six minutes. So we wouldn't suggest that you take *that* means of expressing your anticipation for the 1939 Iowa Radio Audience Survey!

However, to judge by the way the returns are shaping up, the 1939 Survey is going to be even more of an eye-opener than the 1938 job. For instance, there's an amazing comparison of the extent to which Iowa people *remember the names of products,* as advertised in newspapers and by radio . . . there's a comparison of the extent to which Iowa people depend on radio (versus newspapers) for NEWS . . . there are at least a dozen *newly-proven facts* that may alter your whole conception of radio listeners' habits in the great Mid-West.

The Survey is now almost on the press. But don't hold your breath! Just send your request in NOW for one of the first copies of Dr. Summer's newest and most interesting contribution to *better advertising.* You'll thank us for the suggestion.

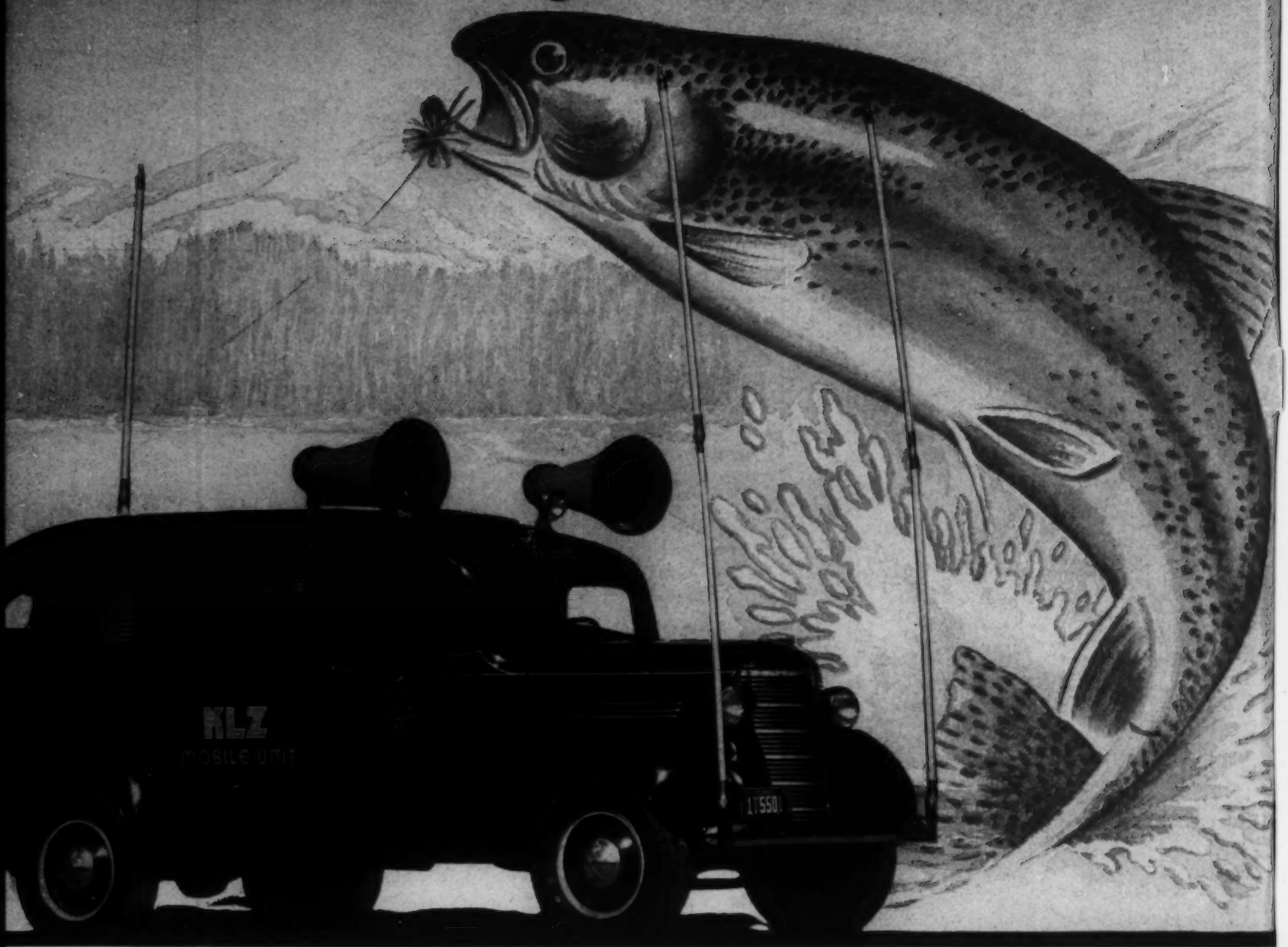
WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

XUM

KLZ NEVER LETS THE *Big Ones* GET AWAY!



● Colorado's Governor Carr flipped the first brown hackle into the rushing waters near Evergreen at sunrise on May 27th to usher in the state's 1939 trout season. The opening of the trout season has always been a ceremony for Coloradans. This year KLZ was on the bank to record the ritual for the Rocky Mountain area.

KLZ's 200-watt mobile transmitter accompanied the Governor to the stream. It recorded the action of the first vicious strike . . . followed the battler into the net . . . made thousands of Coloradans live anew the sport that thrills them most.

But KLZ never lets the big ones get away. It is always on hand when things important to Colorado happen . . . there as a welcomed, invited guest. It takes all Coloradans along—satisfies their natural desires to go places, see things and meet people. It is a part of Colorado life.

No other station in the Denver Rocky Mountain area is as well equipped to cater to the public interest, convenience and necessity of its listeners as KLZ. Neither is any other station as well equipped to carry the burden of the biggest selling job a sponsor might outline in this same area.

KLZ *Denver*

CBS AFFILIATE ↔ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ↔ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ↔ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ↔ REPRESENTED BY THE KATZ AGENCY, INC.

XUM

In *New England*—
build buying habits through local contacts

IT is peculiarly characteristic of New England people to develop buying habits through familiarity with brand names and through contacts created by sustained local merchandising activities reaching into the homes.

Identification of your product with each of the many market centers of New England can best be accomplished by use of popular local stations established at strategic points from the southern to the northern borders of this six-state region.

The Colonial Network offers you such a group of stations, tying into one unit at low cost those stations which individually command large local followings. Together these seventeen stations command a New England-wide network audience, reaching the very markets where the greatest sales effect can be realized.

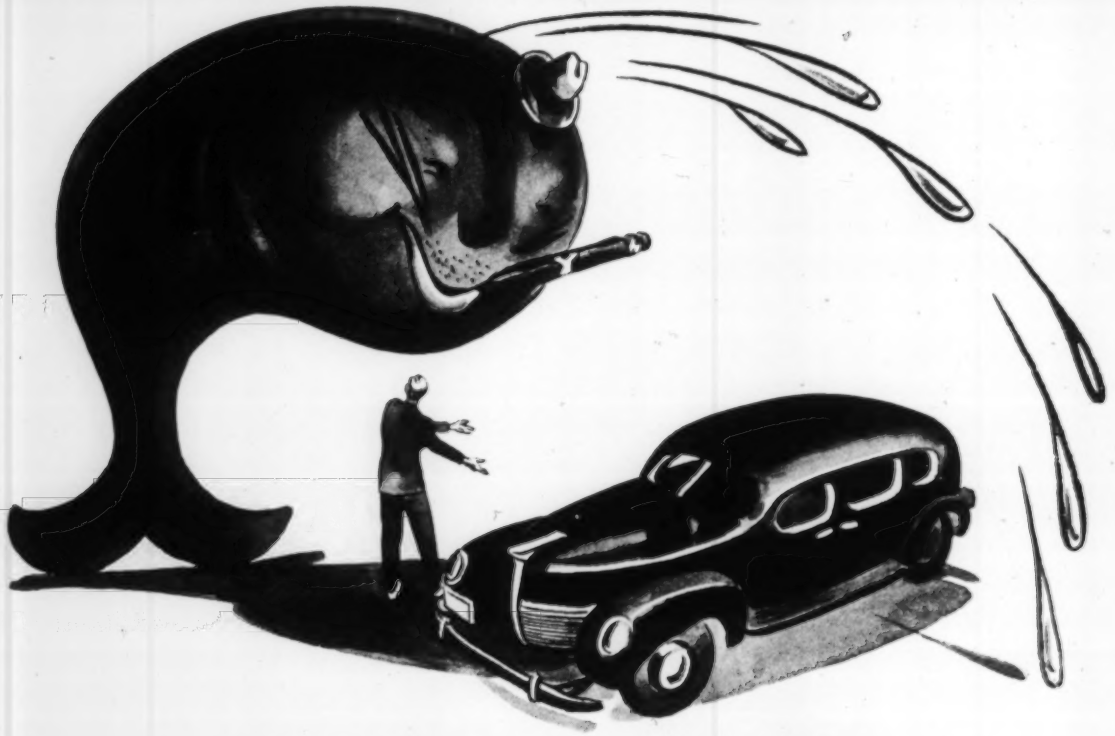
WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WTHT	Hartford	WNBH	New Bedford
WNLC	New London	WATR	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WHAI	Greenfield	WCOU	Lewiston, Auburn
WBRK	Pittsfield		

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL NETWORK
21 BROOKLINE AVE., BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM



WHALES ARE BIG

. . . . BUT THEY DON'T BUY AUTOMOBILES

WSM does not send a portion of its power roaring out over an ocean or a gulf to the possible edification of our piscatorial and amphibian friends. No — WSM transmits from very nearly the population center of America, sends fifty thousand watts packed with real entertainment and convincing sales messages to *people* at all points of the compass.

As to the ability of these people to buy. Well, to the South and East is that region of TVA and electricity, industrial growth and what FORTUNE calls the "Number One Economic Opportunity of the Nation." To the North—those industrial towns whose populations find in WSM a refreshingly different kind of entertainment.

This is a bird's eye view of the WSM market. Farm and factory, city and countryside, every inch of it land on which people live, eagerly growing, eagerly buying, with the saturation point half a hundred years away.

And WSM delivers this extraordinary market to you at one of the lowest costs of any fifty-thousand watt stations in America. May we show you why the WSM market is the logical place to begin your advertising campaign.

WSM

NASHVILLE, TENNESSEE

National Representatives
Edward Petry & Company, Inc.

XUM

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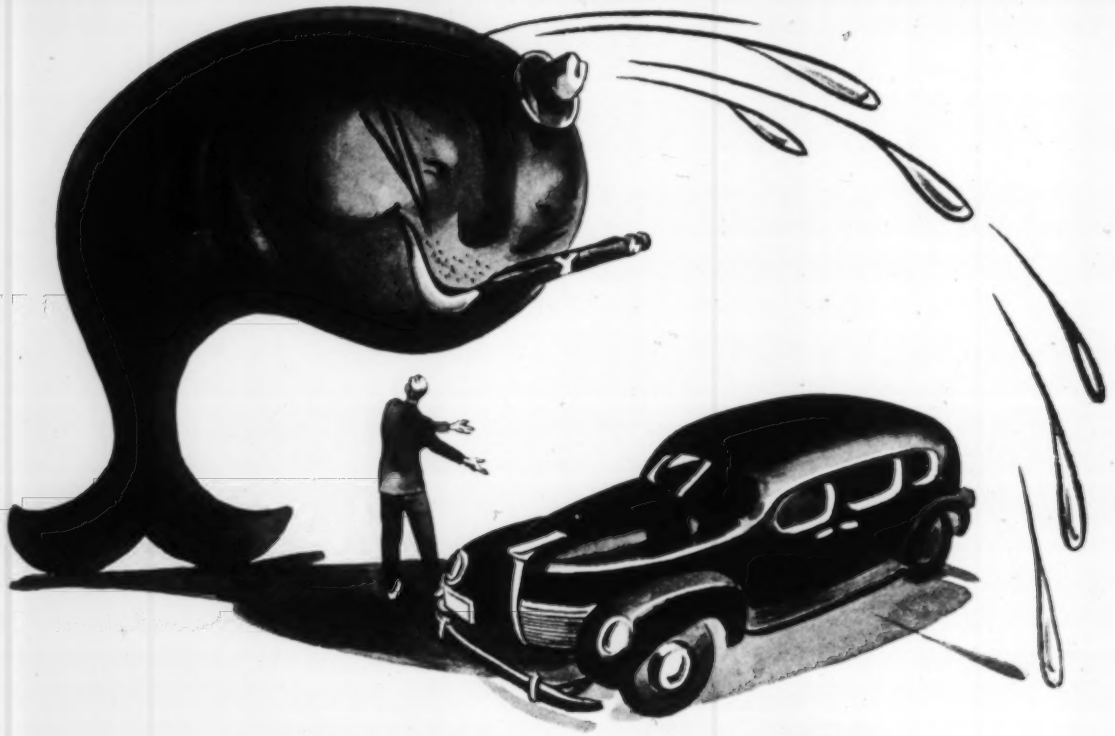

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"Gentlemen, I have allowed only a limited sum of money for this WOR program," I explained, "it must begin producing immediately."

My remark, I knew, was as unfair to myself as it was to the people from WOR. But I was both surprised and delighted at the ease with which they answered.

"You have picked a program and time that have done wonders for others," they said. "We can see no reason why they shouldn't do the same for you."

I began with no distribution and no sales. My problem was, using WOR only, to distribute my product rapidly in New York and, if possible, crack the Philadelphia market. I had doubts—plenty of them. I felt I had placed too great a burden on one station. But in less than one year, sale of my new product had leaped from nothing to more than 2600 dozen tubes per month in Metropolitan-New York.

I returned to my office one morning to find a note from my Philadelphia agent telling me that not only had the product demand been running his dealers ragged, but that Philadelphia sales were 25% of the New York total.

I wanted to say—well, what could one say? Now with distribution one-hundred percent complete in New York and this new product well on the way to eclipsing many well-established ones, there was nothing to do but sit back and marvel and call WOR and tell them what a job they had done.

This is an authentic WOR success story, selected from our file of more than 60. It is presented as our sponsor might—should he ever decide to write his autobiography.

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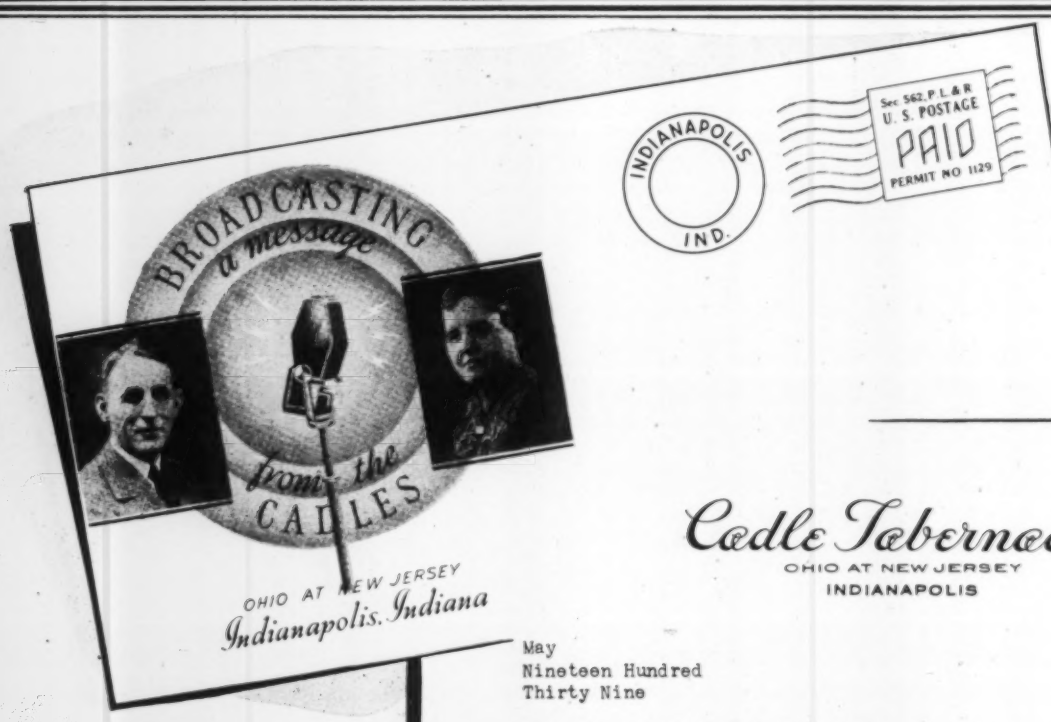


WHEN
50,000 WATTS
WON'T

bring enough mail then ask the Post Office Department to get it for you!

Maybe
WLW
Doesn't
have listeners without 500,000 watts
If this is so, do
WLW
advertisers get their money's worth?

But!—

The advertiser always gets his money's worth when he advertises on

KGIR - Butte,
Montana's largest city, because he is *getting* what he pays for, *plus*,

KPFA - Helena,
Montana's Capital city and the new

KRBM - Bozeman,
The Yellowstone Park Station
(Now under construction)
at no additional cost.

Representative
GENE FURGASON & CO.

Cadle Tabernacle

OHIO AT NEW JERSEY
INDIANAPOLIS

May
Nineteen Hundred
Thirty Nine

Dear Member of the Big Family:

No doubt you have heard of the Federal Communications Commission's decision to reduce radio station WLW's power from 500,000 watts to 50,000 watts. This has effected the Nation's Family Prayer Period tremendously, and, of course, it will be worse as the weather gets warmer.

The purpose of this letter is to ask you to write a letter to the Federal Communications Commission, Washington, D. C., protesting the power reduction of this station. This reduction in power means that the hundreds of little churches we are opening in the mountains will hardly be able to hear our broadcast.

You are, no doubt, mindful of the friendship existing between the Nation's Family Prayer Period and WLW. They have made it possible for us to do a work that we believe is second to none in all Christendom. Our future work will not be as effective because of this reduction in power as some of the southern states do not hear any other radio station but WLW, and it happens to be in these localities where many of our mountain churches are located where we have installed a radio and are acting as their pastor.

I have never asked my radio audience to do anything but what they have done it, and I am asking you to let nothing stand in your way of writing a letter in your own manner to the Federal Communications Commission. You must not be antagonistic but do it in a fine Christian manner explaining to them that the reduction in power of radio station WLW makes it almost impossible for you to hear this broadcast and other programs of like nature. I believe if we can get in about 200,000 to 300,000 letters from our listeners, it will have a tremendous bearing upon the commission to rescind their order and return to WLW their half million watts power.

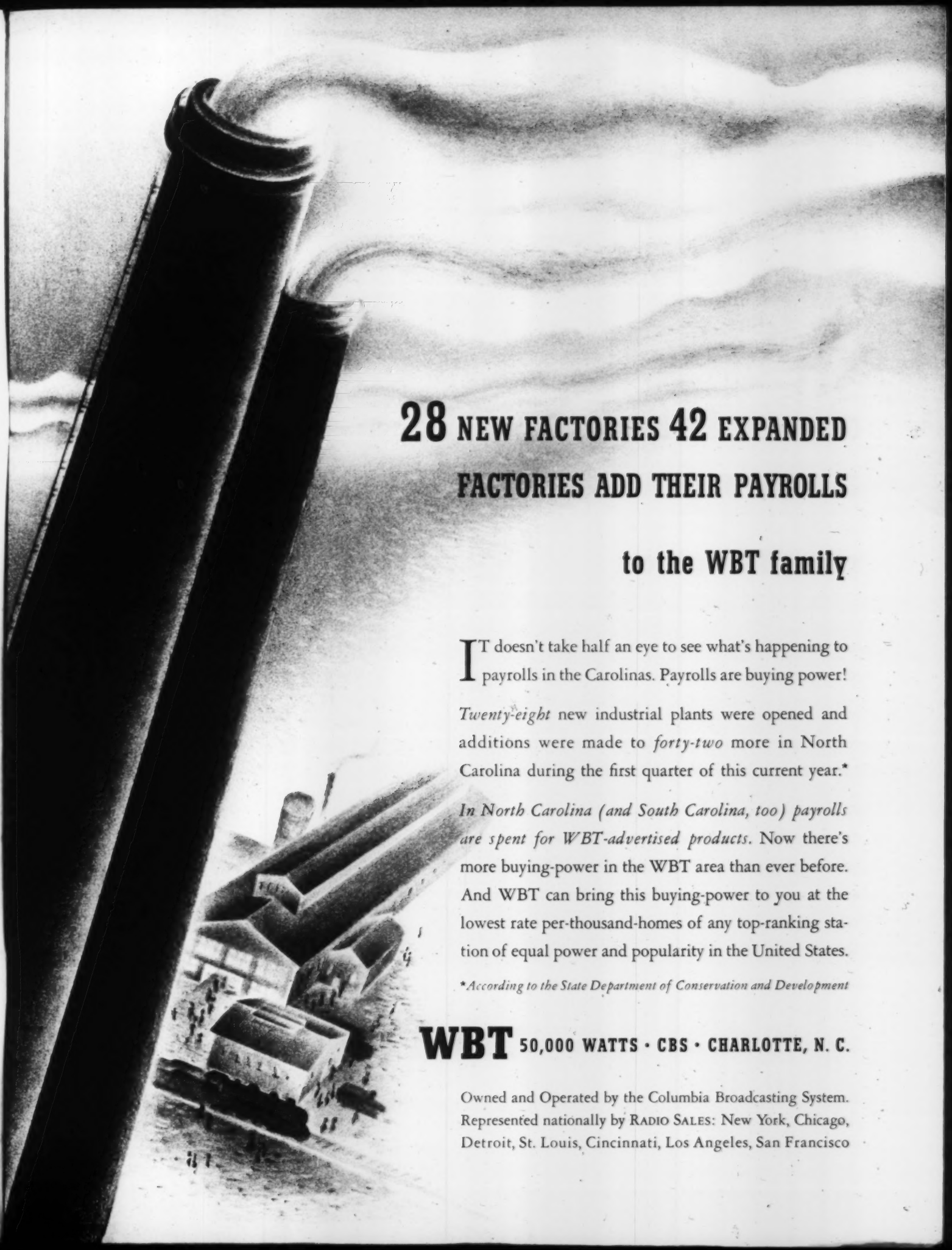
I am sure each one of us feels our obligation to the Crosley Radio Corporation because of their kindness down across the years of lending us their facilities that we might come into your home each morning to try and make the day just a little brighter. I am sure you are going to grant my request immediately by writing this letter to the Federal Communications Commission, Washington, D. C. Thanking you in advance for this, I am,

Yours in Him,

E. Howard Cadle

E. Howard Cadle

ehc/cb



28 NEW FACTORIES 42 EXPANDED FACTORIES ADD THEIR PAYROLLS to the WBT family

IT doesn't take half an eye to see what's happening to payrolls in the Carolinas. Payrolls are buying power!

Twenty-eight new industrial plants were opened and additions were made to *forty-two* more in North Carolina during the first quarter of this current year.*

In North Carolina (and South Carolina, too) payrolls are spent for WBT-advertised products. Now there's more buying-power in the WBT area than ever before. And WBT can bring this buying-power to you at the lowest rate per-thousand-homes of any top-ranking station of equal power and popularity in the United States.

**According to the State Department of Conservation and Development*

WBT 50,000 WATTS · CBS · CHARLOTTE, N. C.

Owned and Operated by the Columbia Broadcasting System.
Represented nationally by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Los Angeles, San Francisco

XUM

"What a splash I'll make!"

Every good agency knows that making a splash in radio is far more than a matter of hitting the air-waves with a potful of heavy money.

Free & Peters know it too. We know that, regardless of the size of your appropriation, our real job is to help you make *radio* a more productive medium than newspapers, magazines, outdoor, or anything else. And THAT'S the reason we are far more interested in your making an immediate success in radio than we are in our immediate chances of "selling" you a bigger radio package than you should really have. . . .

On this basis we solicit your *confidence*. Tell us your problem — the job to be done. You'll find that you are dealing with people who feel the same responsibilities and obligations that you yourself feel. You'll find that Free & Peters can often be more helpful than *any other fourteen men in radio*. . . . Won't you give us a call?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 12 WASHINGTON, D. C., JUNE 15, 1939 $3.00 A YEAR—15c A Copy

Stringent Code Is Submitted to Industry

By SOL TAISHOFF

NAB Would Limit Commercials, Bar Religious and Liquor Sponsors, Isolate Commentators in Proposed Rules

SELF-REGULATION of commercial broadcasting under an industry code that for detailed restrictions dwarfs NRA's erstwhile Blue Eagle to humming bird size was proposed to the membership of the NAB June 10 by its Code Committee under chairmanship of President Neville Miller.

Designed to meet squarely almost every program and fair practice complaint leveled at radio over the years, the text of the proposed basic code and standards of practice has been dispatched to the 400-odd member stations of NAB for scrutiny and criticism preparatory to the NAB convention in Atlantic City July 10-13. It will share the convention spotlight with the ASCAP-copyright issue.

Drafted by a committee representative of all classes of stations and of the major networks, the proposed rules were whipped into present form after months of exploration and study, and following none too tranquil committee sessions. The final meetings June 1-2 in New York provoked fiery debate, particularly over suggested limitations on the length of commercial copy; eventual outlawing of all paid religious or evangelical programs; elimination of paid sponsorship of controversial issue broadcasts; banning of hard liquor advertising, and isolation of editorial commentators in programs other than those of a strictly commentary nature.

Enforcement Deferred

The question of enforcement of code compliance proved so vexatious that the committee decided to await comments from member stations before drafting its final suggestions. It scheduled a meeting for July 8—two days before the opening gavel in Atlantic City—to consider membership recommendations, to polish up compliance provisions, and perhaps to determine strategy in procuring convention approval.

To effect compliance, the committee said it had considered a procedure which eventually would result in public expulsion of a station from NAB membership. Rather than specify enforcement provisions in the proposed code itself, the committee advised the membership that it would consider detailed ways of orderly compliance prior to the convention, and make its preliminary recommendations to the board, which, in turn, will make known to the membership its views, with the whole proposition subject to convention action.

The committee said it had considered a procedure under which reported violations would be investigated in friendly fashion to determine justification. For example, if a violation was remedied, the matter would be dropped; if the violation was not removed or was repeated, a "public warning" would be made; if the warning was not honored, the station would be suspended from NAB membership with appropriate publicity; if the violation was grievous, repeated or defiant, the station would be "publicly expelled". An appeal to the board would be permitted, and the board either could overrule the action or uphold it.

The convention will be asked to make the code effective Sept. 24, coincident with the change from daylight to standard time. In the intervening period, member stations, advertisers and agencies would be in a position to familiarize themselves with its provisions, particularly since, in their proposed form, they would require changes in the styling of many commercials and alter many program practices.

Opposition Foreseen

Because the code provisions cut across every phase of programming operations, and directly affect the immediate revenue of stations, some are certain to develop opposition—especially phases dealing with the length of commercials and outlawing particular types of revenue-producing programs. Some independent stations may seek to combat certain of the taboos, claiming they can ill-afford to lose the revenue. CBS, at the last committee meeting, served notice that it regards the proposal on length of commercials as far too liberal, both as to day and night programs, and that its present rules do not permit blurbs of

(*Continued on page 66*)

Basic Text of Proposed New Self-Regulation Code . . .

FOLLOWING are the basic provisions of the Code and Standards of Practice of the NAB, drafted by a special committee, and subject to revision and action by the NAB annual convention in Atlantic City, July 10-13:

BASIC CODE

I. The Yardstick of Good Taste

Radio is an invited guest in the home. The yardstick of good taste and a decent regard for the social sensibilities, therefore, shall be applied to all matter broadcast.

II. Religious Broadcasts

To every American, the Bill of Rights guarantees the privilege to worship as conscience dictates, without fear of intimidation or reprisal. Radio, therefore, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind, to administer to the religious needs of the community and to contribute to the spiritual nourishment and uplift of the individual.

III. The Broadcasting of Controversial Public Discussion

Carrying out their mission as instruments of democracy in providing avenues for the discussion of public matters, member stations shall at all times hold their facilities in readiness, consistent with proper program balancing, for the free and open discussion of public questions of general interest.

Because listeners possibly in no other way could be assured of the opportunity to hear the opposing views on any controversial subject discussed, time will not be sold for such discussions, nor will such discussions be permitted on sponsored advertising programs, unless representative spokesmen from at least two clearly defined and different sectors of public opinion participate in the same program at the same time.

The right of a speaker to express his opinion shall be modified only by conformity with existing laws, including the laws of libel and slander and the standards of good taste.

IV. Political Broadcasts

A political broadcast is any broadcast in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for public office, or in behalf of or against a public proposal which is subject to ballot.

In accordance with the law, stations will extend fair and equal treatment to opposing candidates for the same office.

The same equality of treatment will extend to the allocation of time in behalf of, or in opposition to, public proposals which are subject to ballot.

Every political broadcast and every political announcement must be fully identified as such.

V. News Broadcasts

In the handling of news, accurately gathered and swiftly broadcast, radio renders one of its greatest services to the American people whose democracy is dependent upon immediate access to the facts of the day. Without bias or editorial opinion, member stations shall continue to broadcast factual news stories obtained from accredited news sources.

VI. Propaganda

Broadcasters will make every effort to distinguish between clear and concealed attempts to influence public opinion. In no case shall material be broadcast unless it be honestly identified as to sponsorship or source.

VII. Educational Broadcasting

Radio not only has the duty of filling current program wants in accordance with fixed and diverse program tastes, it recognizes also an obligation, in line with its public service mission, to contribute to the spread of education and culture, which will eventuate in an elevation of such wants and tastes.

Toward such ends, member stations will continue to provide time and facilities adequate to the area served.

VIII. Children's Programs

Programs designed exclusively for children, reaching impressionable minds, and influencing social attitudes and approaches, require the closest

(*Continued on page 56*)

XUM

AFA Meet Slates First Code Airing

Sales Managers to Consider NAB's Proposed Rules

THE PROPOSED new self-regulation code for the broadcasting industry will receive its first public airing June 20 at the meeting of the Sales Managers' Division of the NAB to be held in conjunction with the annual convention of the Advertising Federation of America at the Waldorf-Astoria, New York.

With blanket invitations out to advertisers and advertising agency men attending the AFA meeting, NAB President Neville Miller will present the code and explain its purposes. Because of the direct bearing it will have on handling of radio commercials, Craig Lawrence, sales manager of the Iowa Broadcasting System and chairman of the NAB Sales Managers' Division, expects the meeting to develop brisk discussion.

Principal speaker at the sales managers' session will be Mayor LaGuardia of New York. As a former member of Congress, Mr. LaGuardia was recognized as a champion of free speech and was largely responsible for the "anti-censorship" provision in the present statute. His topic will be "Radio on the American Plan". Mayor LaGuardia will speak at a luncheon.

Cows, Code and Huddle

The morning session will open at 10 o'clock, with the guest speaker Curtis Mitchell, editor of *Radio Guide*. His topic will be "Sacred Cows of Broadcasting" and he will essay to advise the business of broadcasting regarding lack of promotion and publicity commercial.

He will be followed by President Miller, who will discuss the code, and by Paul Peter, director of research, and Ed Kirby, NAB public relations director, who have handled code details.

At the afternoon session broadcasters and sales managers will meet along forum lines in a closed session with a roundtable discussion centered about more effective selling of time. Mr. Lawrence will preside both at the morning and afternoon sessions.

Radio entertainment will be presented at the luncheon, including Jimmy Scribner of MBS, the *Vass Family* and Maria Louisa Lopez of NBC, and the Raymond Scott and Kenneth Roberts of CBS.

Speakers at the general session of the convention include Paul Garrett, public relations director, General Motors; Matthew Woll, AFL vice-president; Henry F. Grady, U. S. Tariff Commissioner; Eddie Cantor, president of American Federation of Radio Artists; Floyd L. Carlisle, chairman, Consolidated Edison Co. of New York; Meryle Rukeyser, INS economic columnist, and Thomas Carens, vice-president, Boston Edison Co. The general luncheon June 21, will be presided over by Clarence Francis, president of General Foods, with Elizabeth Arden and George Sokolsky among the featured speakers. Stars of radio, stage and screen, with Ray Perkins as master of ceremonies, will present a cabaret show for the delegates the night of June 20, arranged by Dan S. Tuthill, assistant managing director of NBC Artists Service.

Code, ASCAP, Other Pressing Issues May Draw Record Crowd to Convention

WITH reservations being received at a steady pace, indications are that the 17th annual convention of the NAB in Atlantic City July 10-13 will equal or exceed previous attendance records. Edwin M. Spence, NAB secretary-treasurer and general convention chairman, declared June 13 that room reservations already exceed 400, with nearly a month to go.

Principal speakers, at this writing, will be James G. Stahlman, retiring president of American Newspaper Publishers Assn., and Carl E. Milliken, former Governor of Maine who for the past 17 years has been in charge of code administration for the motion picture industry. He will represent Will Hays, movie czar, who will be unable to attend but will participate in a three-way nationwide broadcast along with Neville Miller, NAB president, and Mr. Stahlman to present an open forum on radio, the press and the movies in a single broadcast.

It is also likely that there will be other guest speakers. Stephen Early, secretary to the President, has been invited to address the convention. Elmer F. Andrews, Wage & Hour administrator, is a possible key speaker.

Interest in the Code

While the convention agenda has only been tentatively drafted, it is apparent that the self-regulation code, embodying program standards for the industry, will vie with copyright for main consideration. Both Messrs. Stahlman and Milliken will discuss self-regulation as a means of circumventing Government interference. Mr. Stahlman, leading advocate of freedom of the press, will show the inter-relationship of press and radio insofar as avoidance of censorship and interference is concerned.

The overall labor picture, but with particular reference to the musicians situation, and forthcoming negotiations for renewal of employment schedules with the American Federation of Musicians, will play a significant part during the convention. Joseph L. Miller, NAB labor relations director, will report on the status of these activities.

While the convention does not open until Tuesday, July 11, pre-meeting activity will get under way as early as July 8. On that day the NAB Code Committee will meet to consider suggestions for amendment of the proposed code sent to the membership June 10. It will report its findings, together with recommendations covering methods of enforcement and compliance, to the board of directors, which meets July 9.

On July 9 also, the annual broadcasters' golf tournament for the BROADCASTING trophy will be held at the Northfield Country Club. The trophy will be presented to the tournament winner at the industry banquet Wednesday.

On Monday, group meetings and committee and district sessions will be held, with no general convention meetings. Such groups as Independent Radio Network Affiliates, National Association of Regional Broadcast Stations, Clear Channel Group, and National Independent Broadcasters, are expected to have their annual pre-convention huddles. The Sales Managers' Division will hold a luncheon session. The 17 district directors likewise will convene to nominate 12 men for the six posts of directors-at-large for the ensuing convention year. There must be four nominations each for clear channel, regional and local directors, with two to be elected from each bracket.

President's Report

With the formal opening of the convention July 11, President Miller will deliver his address and annual report. It will be the first convention since February, 1938, at which time the association was reorganized. Mr. Miller took office last July 1 as the first paid president of the NAB, under a three-year contract. He will be followed by Messrs. Stahlman and Milliken. Their addresses will treat with the underlying philosophy of individual self-regulation and pave the way for the code discussions. It is expected the code consideration will carry through the Tuesday session and into Wednesday.

Reports of committees, consideration of the labor and employment questions and related problems are expected to share the Wednesday session with discussions of television and facsimile, and the explosive international broadcasting question. There may be additional guest speakers on visual broadcasting, and Frank E. Mason, NBC vice-president responsible for the spectacular development of its international broadcasting operations during the last two years, is expected to discuss that subject. The Wednesday session will be concluded with the evening banquet at the headquarters, Ambassador Hotel.

Under the tentative plans, the Thursday morning session will be devoted to consideration and adoption of resolutions, and election of the directors-at-large, along with other wind-up business. Copyright is slated for the final order of business, with President Miller, as chairman of the Copyright Committee, to deliver a complete report on the negotiations with ASCAP for a formula for extension of existing copyright contracts beyond Dec. 31, 1940.

Present plans are to consider the code at the Tuesday afternoon session behind closed doors, with only member stations admitted. The Thursday sessions, at which resolutions, directors-at-large elections and copyright debates occur, also would be restricted to NAB membership.

Drawn for BROADCASTING by Sid Hix

"This Way, Hiram! Anyhow, They Say Television is the Fair's Biggest Attraction!"

CBS, Don Lee Dicker With Associated Oil Co. On West Coast Football

WITH NBC withdrawing from broadcasting of Associated Oil Co. football games on the West Coast, the sponsor will divide play-by-play versions of Pacific Coast Conference games next autumn between CBS and Don Lee if arrangements can be made. Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, and Lewis Allen Weiss, Don Lee general manager, will confer in July with Harold R. Deal, Associated advertising manager, on plans for the schedule.

NBC was forced to drop the games because of impaired service to its member stations resulting from Associated picking only a few spots for each contest, according to Don E. Gilman, Western division vice-president. He stated, however, that some of the more important games this coming season will be carried on NBC, but as sustainers.

The three networks—CBS, NBC and Don Lee-Mutual—recently presented a united protest when Associated tied up Pacific Coast track meets and sought to have them carried without commercial fee but with the insistence that the oil company be credited before and after each contest. Mr. Deal got a turndown from all concerned and the networks passed up the meets completely.

Sample Set Count In Census Likely

But Bureau Is Urged to Take Complete U. S. Tabulation

A COUNT of radio receiving sets by the U. S. Bureau of the Census, as part of its 1940 decennial population census, has been tentatively agreed to as a supplementary proposition, it was learned June 12 following a hearing before the Central Statistical Board.

As now proposed, the radio set count would be handled on a sample basis, probably founded on inquiries at one out of about each 25 homes visited by the census-taker. Industry spokesmen, however, urged that radio be included on the main schedule, as it was in 1930, and that the census cover the actual number of radios, rather than simply the number of radio homes.

Frederick I. Thompson, as acting chairman of the FCC, appeared before the Statistical Board June 9 to urge the radio question. Also supporting this proposal were William J. Norfleet, FCC chief accountant, and Paul Peter, chief of the NAB Bureau of Research, along with other spokesmen.

Specific or Sample?

Whether the specific question, rather than the sample question, will be asked, will be determined by the Census Bureau within a few weeks. Within the Bureau opposition has existed on the ground that inclusion of the radio question might be the opening wedge to other demands for "luxury and convenience product" counts. The same arguments were used in 1930, when the first radio count was made by census enumerators. At that time the total number of radio families was given at 12,048,762 but the 1938 estimate is 28,000,000 sets.

While the FCC has advocated the door-to-door census, on the ground that the information is invaluable from the Federal licensing standpoint, it is thought that in view of these other considerations the Census Bureau may restrict the radio question to the supplementary schedule.

Substantial agreement already has been reached on a rural set ownership item in the 1940 agricultural census as well as on radio advertising placements through advertising agencies which will be included in the census of distribution schedule for 1939.

The agricultural census, also conducted by the Census Bureau, definitely will include an inquiry as to the number of radio sets in use on farms, including tenants. The agency questionnaire will include data as to the aggregate advertising placed by each agency for clients, broken down by media used. The radio expenditures will be separated as between talent and other charges as distinguished from time charges. It is understood there would also be a figure covering talent not billed through broadcast systems, such as talent agents, so that a figure for the first time might be procured as to the cost to the advertiser for talent as distinguished from time.

The advertising agency census will cover the year 1939 and begin Jan. 2, 1940. Results probably will be available at the end of 1940 in a preliminary way, with detailed conclusions available early the following year. The agricultural census results probably will be available early in 1941, getting underway April 1, 1940. The decennial population census likewise is scheduled to get underway April 1, with preliminary results available in the fall. The detailed tabulation, including the radio question results, probably would not be available until early 1941.

At the Statistical Board hearing June 9, the importance of broadcasting in defense maneuvers involving "black-outs" was emphasized by a representative of the War Department. He stated it would be of value to the War and Navy Departments to know just how many radio homes—and "interesting" to know the number of radio-equipped cars—there were in the country. He said that during recent defense maneuvers, while black-outs were complete in towns and cities, streams of cars drove over the countryside with their lights burning. It was pointed out also, however, that although car-radio statistics would be valuable in formulating defense measures, in times of actual threat of conflict sentries posted along all roads would enforce the "lights out" order.

Libel Suits in N. Y.

SUIT charging libel and asking $1,000,000 damages was filed June 8 in the New York Supreme Court by Donald Besdine, insurance consultant of the Policy Holders Aid and Adjustment Bureau, radio sponsors, against Metropolitan Life Insurance Co., Edwin C. Hill, WOR, Newark, and WNEW, New York. Plaintiff claims defamatory remarks were made about him by Mr. Hill, who is sponsored by Metropolitan on the two stations. Metropolitan is also suing Besdine for $550,00, charging libel for remarks made by Besdine on his broadcasts on WMCA, New York.

Met. Life Adds

METROPOLITAN Life Insurance Co., New York, on June 12, started Edwin C. Hill five times weekly on WHN, New York. The company sponsors Mr. Hill's quarter-hour talks on a similar series on WNEW, New York, and on a Mutual hookup of WOR, Newark, WOL, Washington, and WAAB, Boston. Young & Rubicam, New York, handles the account.

WHEN Goodyear Tire & Rubber Co., Akron, drops its *Farm Radio News* series for the summer on June 23, the program may be continued on a sustaining basis on NBC-Blue as the final quarter-hour of the *National Farm & Home Hour.*

IN A SPECIAL broadcast staged to promote a local air show, WSOC, Charlotte, N. C., recently made what it believes is one of the first successful broadcasts from a motorless glider. Using WSOC's pack transmitter, Dottie Conne, the station's women's features announcer, went aloft to give the feminine viewpoint of gliding, while Dewey Drum stayed below to describe the flight from the ground. The glider was towed up to about 5,000 feet and then released, from which point Miss Conne voiced her reactions.

Savannah and Prescott Appeals Decided By Federal Court Favorable to FCC

THE FCC won two cases in the U. S. Court of Appeals for the District of Columbia June 12 but neither added substantially to radio jurisprudence.

In the appeal of Colonial Broadcasters Inc. from the FCC decision granting Arthur Lucas a new local in Savannah over the competitive application of Colonial, the court affirmed the Commission's decision but did not settle the issue of "the appealable interest" of an applicant for the same facilities in an identical community who files after the first applicant has been accorded a hearing. A motion to dismiss the appeal on lack of no proper interest filed by the FCC in the Colonial case was left undecided by the court.

In the second case, the FCC dismissed the appeal of W. P. Stuart, an applicant for a new station in Prescott, Ariz., which had been granted to the Southwest Broadcasting Co. The court held that Stuart had no case on the merits.

Appealable Interest

In the light of the ruling in the Colonial case, despite the court's affirmation of the Commission's decision, it was felt that the court in effect opened the door to appeals by applicants who are denied facilities despite a prior hearing on a previous application—contrary to the FCC argument that such parties have no appealable interest.

The court's opinions were on cases which had been argued last April. Some surprise was occasioned, since the court has before it a number of other cases raising fundamental economic questions which were argued earlier, including the so-called WMEX-Yankee Network case, involving appeals from the FCC decision granting WMEX, Boston, a high-power regional assignment; the KSFO case, involving the appeal of the San Francisco station and CBS from the FCC decision denying the network the right to lease the station, and the Tri-State and Saunders cases, which raise fundamental economic and procedural issues.

In the Colonial case the court

(*Continued on page 60*)

Radio Prominent In PACA Agenda

Weiss to Direct Departmental At Advertiser's Session

OPENING sessions of the 36th convention of the Pacific Advertising Clubs Association in Oakland, Cal., June 25-29 will be held at the Golden Gate International Exposition, which figures prominently in the convention program. Radio, as usual, will play an important part in the conclave, with prominent station and network executives from all over the Pacific Coast attending the convention.

Harold R. Deal, president, who is also Pacific Coast advertising and sales promotion manager of Associated Oil Co., San Francisco, is to preside. Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, is in charge of the radio departmental scheduled for the morning of June 28 and has arranged a constructive program for that meeting. He will turn over the departmental meeting to the junior members of CBS and NBC who so forcibly presented the "case of radio" to the Los Angeles Advertising Club on May 2 during National Youth Week.

Brief Radio Talks

Six speakers, three from each network's Hollywood guest relations staff, will give five-minute talks on the industry as an advertising, educational and entertainment medium. Robert Barlow, CBS, is to discuss consumer coverage in metropolitan and outlying areas. Jack Samways, NBC, will talk on radio and its effect on the consumer. Robert Fisk, CBS, will show how radio can make a market for the high-priced article just as it does for those in the lower-priced division.

Harold Haklik, NBC, is to explain how audiences are surveyed for an accurate check on listeners habits. Richard Haysel of CBS and George Volger of NBC are to round out the five-minute talks. Volger is to discuss radio and the retailer, while Haysel in his talk will stress the importance of broadcasting as an instrument of democracy.

Don E. Gilman, NBC western division vice-president and Donald W. Thornburgh, CBS Pacific Coast vice-president, both of Hollywood, and vice-chairmen of Mr. Weiss' committee are also scheduled to give brief talks. There will be no other departmental meeting during the morning of June 28 and it is planned to have the general assembly attend the radio session.

The PACA Advertising Exhibit Contest to be held in the exposition's Homes & Gardens Bldg., will include merchandising of radio advertising programs.

Albert R. Smith of Berkeley is general chairman of the convention and Ben D. Tooley of Oakland, is his assistant.

Dentyne Drive Renewed

AMERICAN CHICLE Co., Long Island City, New York, during the first week in June renewed its campaign for Dentyne gum, using daily transcribed announcements on 25 stations. Badger, Browning & Hersey, New York, is the agency.

FCC Measures in Congress Heading Toward Quiet Death

Wheeler Drops Reorganization and Inquiry Bills; House Group May Act on Appropriation

By WALTER BROWN

WITH the simple statement "there will be no action by my committee on FCC reorganization legislation at this session," Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, on June 12 definitely removed from the legislative agenda, at least until next year, his bill (S-1268) introduced at the request of FCC Chairman Frank R. McNinch to abolish the present Commission and create a new three-man agency to govern the communications field.

He told BROADCASTING he was undecided whether to move for consideration of the FCC reorganization bill at the next session, this course depending upon developments.

Senator Wheeler added he did not believe the committee would order an investigation of the FCC and radio during the recess of Congress. Senator White (R-Me.), ranking member of the committee, has pending a resolution calling for a broad investigation. When informed of Senator Wheeler's statement, Senator White said: "I gladly acquiesce in the death of the bill." Asked if he intended to urge consideration of his resolution, Senator White replied he would not. He is the author also of the 11-man FCC bill, which he introduced in an effort to stalemate the Wheeler three-man measure.

Entirely Forgotten

The Administration apparently has lost interest in FCC reorganization legislation. Senate Majority Leader Barkley (D-Ky.) stated June 12 it had been so long since he had heard any mention of the FCC bill that he had forgotten about it. He said the subject had not been discussed at any of the Monday meetings the President holds at the White House with the "big four" leaders on Capitol Hill.

Meanwhile the House Appropriations Deficiency Committee contemplates a little FCC investigation of its own when members of the Commission are called before it, probably during the week of June 19, to justify the budget recommendation of $2,038,175 for the agency during the fiscal year beginning July 1. Because of the FCC reorganization talk, the Appropriations Committee made no provision for the FCC in the independent offices supply bill, passed early in the session.

Rep. Woodrum (D-Va.) who will handle the deficiency bill, said he expected to begin hearings during the week of June 19 and representatives of the FCC would be called.

Mr. Woodrum stated that since it now appears the third deficiency bill will not be passed until July, the committee will lift such items as the FCC appropriation, which require action before the beginning of the new fiscal year, and put them through Congress in a special resolution.

Rep. Taber (R-N. Y.), ranking minority member of the Appropriations Committee, is in no hurry, however, to pass an FCC appropriation.

"Let 'em sweat," he stated June 12. He confirmed Mr. Woodrum's statement that hearings would be held on the FCC appropriation and added:

"I refuse to get excited about the Federal Communications Commission having no appropriation when that bunch has defied every moral principle like they have."

Rep. Taber and other members of the Committee may be expected to put the FCC representatives over the jumps, but in the end it is likely Congress will pass a resolution carrying an appropriation for the 1940 fiscal year in an amount near the budget estimate.

Judicial Measure

A measure of prime importance to radio, the Logan administrative-law bill providing for "more expeditious settlement of disputes with the United States", is now pending on the Senate calendar with a favorable report from the Judiciary Committee. Senator Logan (D-Ky.), author of the bill, said he plans to call it up for consideration at this session and expects its passage. He is waiting on Attorney General Frank Murphy to file a report based on a study which has been made on procedure of quasi-judicial agencies like the FCC.

The Logan bill is designed to bring about uniform procedure before agencies like the FCC, and the establishment and uniformity of procedure for, and scope of, judicial review of all rules and decisions such as those dealing with broadcasting.

One of the complaints now is that if the FCC decides against an applicant the cost of appealing the decision to the courts is so involved and expensive that few have the desire to undertake it. The Logan bill, according to its backers, will deal with this situation by providing a more expeditious procedure.

Since most Senators agree with the objectives of the Logan bill it is probable that he can secure its passage at this session.

Wheeler Clears Atmosphere

Measures to which there is widespread opposition have little chance of passage during the remaining days of the session unless they are on what is termed the "must list". For this reason there is little probability of passage of the Johnson bill (S-517) to bar the advertisement of beer or other alcoholic beverages on the air. This measure is before the Senate with both a majority and minority report. On all calls of the calendar it has been passed over and could only be considered under a special order.

Senator Wheeler's statement regarding the FCC reorganization bill clears the air of much speculation regarding this legislation, introduced after a letter by the President requesting reorganization and a series of conferences between Chairman McNinch and Senator Wheeler. Shortly after Mr. Wheeler introduced the bill a similar measure was introduced in the House by Chairman Lea (D-Cal.) of the Interstate & Foreign Commerce Committee. Mr. Lea had not planned to have his committee consider the legislation until the Senate had acted.

The plan was to rush through the reorganization bill and then follow it with legislation dealing with substantive policy for the Commission to follow. Soon after Senator Wheeler introduced the reorganization bill, it was obvious that a large number of members of Congress looked upon it not as a measure to reorganize a commission, but one to "liquidate" the members of the Commission. This involved setting a rather dangerous precedent and Senator Wheeler was among the first to see that trouble was ahead and as railroad legislation began taking most of his time he cooled on the FCC bill.

Had Chairman McNinch not been compelled to leave his desk because of illness he might have succeeded in getting action on the legislation. The high regard Capitol Hill holds for Chairman McNinch, coupled with the President's support, was the strongest factor in favor of the reorganization bill.

This does not mean however, that there has been any marked change of sentiment on Capitol Hill regarding the FCC. There remains a strong feeling that the Commission is not doing a good job and that there should be a shake-up. What is done at the next session, as Senator Wheeler suggests, depends on what the Commission does in the meantime. If the FCC puts its own house in order by next January the probability is that nothing else will be heard about a reorganization bill.

On the other hand if internal friction continues and the Commission does nothing to improve its standing on Capitol Hill, Congress may be expected to move in with a "big stick."

Girl Engineer

MOST GIRLS looking to radio as a career dream about fame before the microphone, but pretty Kay Porter, 19-year-old daughter of a Denison, Tex., electrical engineer chose to enter the field via the control room. She has been hired by KCMO, Kansas City, to work a regular daytime trick in addition to special events assignments. One of the few women holding a commercial license, Miss Porter learned her watts and kilocycles almost before her ABC's. As a co-ed at the U. of San Antonio, she operated her own amateur station, W5FAH. Manager Larry Sherwood of KCMO nominates her as "the most beautiful girl in the control room of any American station."

LaGUARDIA HEARING DEFERRED BY FCC

POSTPONEMENT until Sept. 11 of the hearing before the FCC to consider the petition of Mayor LaGuardia of New York for amendment of regulations to permit rebroadcasting of programs of international shortwave broadcast stations, was authorized June 2 by the FCC upon petition of the New York chief executive. The hearing had been scheduled for June 7.

The whole issue of use of radio, in lieu of telephone line facilities, for network program distribution, is involved in the LaGuardia application. The committee appointed by the FCC to hear the case is composed of Commissioners Payne, chairman, Case, and Craven. While the LaGuardia proposal was restricted to rebroadcasts of international stations engaged in non-commercial, non-profit operations, the committee made the bill of particulars covering the hearing all-inclusive insofar as radio versus land line use is concerned [BROADCASTING, May 15].

The request for a continuance was filed by William C. Chanler, corporation counsel of New York, and H. J. McCarthy, assistant district attorney. Among those who filed appearances to participate in the hearing were the National Committee on Education by Radio, headed by S. Howard Evans, Westinghouse, NAB, American Federation of Musicians, KUSD of University of South Dakota, World-Wide Broadcasting Corp. and NBC.

Grid Outlets Chosen

GENERAL MILLS, Minneapolis, has selected WIND-WJJD, Chicago, WJR, Detroit, and WGAR, Cleveland, to carry the National League professional football games in those cities this fall, in the interest of Wheaties. Other stations have not yet been contracted for, although negotiations are now going on. Sponsor has purchased the complete National League schedule [BROADCASTING, June 1] except that of the Green Bay Packers, which will again be sponsored on WTMJ, Milwaukee, by Wadhams Oil Co.

Stanco May Expand

STANCO PRODUCTS, New York (Flit), on June 5 added WWL, New Orleans, to the list of ten stations now carrying the transcribed quarter-hour program *Career of Alice Blair* five times weekly. According to McCann-Erickson, New York, agency, a national list of stations may be used by Stanco later this summer, in which case Frank Conrad, head of radio publicity of the agency, will travel to the West Coast around July 20, contacting stations along the way.

McNinch May Leave FCC for New Post

Chairman Might Get Judgeship; Illness Delays Return

RETIREMENT of Frank R. McNinch from the chairmanship of the FCC, probably to take an appointment on the Federal bench, or some other post, is seen as a distinct possibility in the near future. This was foreseen despite an exchange of correspondence June 8 between President Roosevelt and Mr. McNinch in which the latter expressed the desire not to return to the Federal Power Commission, the chairmanship of which he left nearly two years ago at the President's behest to "clean up the mess" at the FCC.

Chairman McNinch has been absent from the FCC since May 1 due to ill health, and was scheduled to return June 12. However, he made known that day that under doctor's orders he planned to take a two-week rest at a nearby beach, and will not return to his office until after the July 4 holiday.

In the event of Mr. McNinch's departure from the FCC, his successor probably would be designated chairman, although the name of Commissioner Frederick I. Thompson, of Alabama, also is linked with the chairmanship. The FCC's publisher-member, who assumed office last April, has become a militant figure in FCC councils, and his policy views appear to coincide with those of the President and Chairman McNinch.

Acting Chairman Rotate

On June 12 Mr. McNinch designated Commissioner Norman S. Case as acting chairman for the week, marking the second time the Rhode Island Republican has served in that capacity since the chairman left on sick leave. It was regarded as significant that in naming members to serve as acting head, Mr. McNinch has passed over entirely Commissioner George H. Payne, with whom he has been at loggerheads virtually from the start of his tenure. Every other member of the Commission has served as acting chairman since May on a week-to-week basis.

Meanwhile, reappointment of Paul A. Walker by President Roosevelt, for a seven-year term from next July 1, was considered likely since no apparent opposition has developed. Though there had been some doubts expressed on his reappointment several months ago, attributed largely to the stir created by his handling of the A. T. & T. investigation, the view now appears to be that there are no strong opposition candidates for the Oklahoma Democrat's post. Nevertheless, it was felt the White House might make a "surprise" selection in an effort to mitigate Congressional criticism.

Commissioner Thad H. Brown, dean of Commission members since the retirement of Judge E. O. Sykes in April, may leave the FCC before the end of the year, though his term does not expire until June 30, 1940. While he has made no formal declaration, he has not denied reports of his desire to return to private practice of law, either in his native Ohio or in Washington.

The exchange of Roosevelt-McNinch correspondence came coincident with the President's nomination of Leland Olds, New York Power Authority secretary, to fill the vacancy on the Power Commission occasioned by Chairman McNinch's transfer to the FCC.

Because of the high regard in which Mr. Roosevelt personally holds Mr. McNinch and because he has often expressed anxiety over the North Carolinian's health, impaired by a chronic colitis condition, it is thought he will be disposed to give him a less rigorous assignment to a Federal court. A judgeship on such a bench as the Court of Claims or the Court of Customs and Patents Appeals, is regarded as the type of assignment for which he would be best fitted. It is understood there are no vacancies at present on these courts, but an opening may occur at any time. Just how soon Mr. McNinch will leave his FCC post is conjectural, but it is regarded as a certainty in informed circles that he will not remain indefinitely.

The exchange of letters disclosed that on June 7 Mr. McNinch wrote the President about their previous discussion of his reappointment to the Federal Power Commission at such time as his work at the FCC had been completed. The Power Commission post had been kept vacant, presumably for Mr. McNinch's return, since he took over the FCC helm in latter 1937.

"I then expressed doubt," said the McNinch letter, "as to whether or not I would feel like undertaking the responsibility of another five-year term on the Federal Power Commission. You were gracious enough to leave this matter for my further consideration. Now that the term of office on the Federal Power Commission expires June 22, 1939, I deem it my duty to call this fact to your attention and to advise you that, after most careful consideration, I must regretfully tell you that I hope you will not further consider me in that connection."

May Soon Quit FCC

CHAIRMAN McNINCH

In his reply, dated June 8, President Roosevelt used a "Dear Frank" salutation, and stated:

Please accept my thanks for your thoughtful note of June 7, reminding me that the term for which you were appointed as a member of the Federal Power Commission expires on June 22 and that you do not feel like returning to the responsibilities which a reappointment would entail.

I received word of your decision with less misgiving because it means that you can continue your service as Chairman of the FCC and devote all of your time to the exacting duties of that difficult post. I cannot, however, allow this opportunity to pass without expressing my sincere thanks for the splendid work you did as Chairman of the Federal Power Commission. Your industry, your skill in the elucidation of complex problems and your faithful stewardship of the public interest at all times, have made your services invaluable. You will be interested to know that I have decided to nominate Mr. Leland Olds of New York as your successor.

I do hope you will have a care for your health and with all good wishes remain, as always,

Very sincerely yours,

FRANKLIN D. ROOSEVELT

RADIO TO FEATURE LIBRARY MEETING

MORE than 4,000 librarians and educators from all parts of the world are scheduled to be in San Francisco June 19-24 for the 61st annual convention of the American Library Assn. Blevins Davis, NBC New York director of educational drama, is to be the principal speaker at the radio broadcasting division in the Hotel Whitcomb June 21 when Mrs. Faith Holmes Hyers, Los Angeles Public Library publicist and KECA book commentator, presides as chairman. His subject, "Bringing Great Plays to Life", is to be illustrated with recordings from the NBC *Great Plays* series.

"Books and Education on the Air," will be the general theme of the radio meeting and three programs as they might be given to a studio audience are to be presented, with roundtable discussions following each. Joseph Henry Jackson, *San Francisco Chronicle* literary critic and commentator on the NBC *Bookman's Notebook* broadcast, is to present his program as done from the studio. Hale S. Sparks, radio administrator, University of California, Berkeley, Cal., and conductor of the thrice-weekly NBC *University Explorer*, will also be featured as speaker. The "Radio Book Club for Boys and Girls" will be presented by Nell Steinmetz, Los Angeles librarian, who also conducts a children's book program on KEHE, that city. She will be assisted by children from a San Francisco dramatic school.

There will be 17 special broadcasts during the convention, with national and world leaders participating. Four broadcasts will be national and one international when Jan Masaryk, son of the late Thomas Masaryk, founder of Czechoslovakia, speaks from London on June 21, with his talk being released over NBC.

I.R.E. Nominates Horle; Prepares for Convention Soon in San Francisco

INSTITUTE of Radio Engineers has nominated L. C. F. Horle, New York consulting engineer, as its 1940 president. He faces no opposition in the mail elections which will be concluded in October. Departing from precedent, the Institute nominating committee, headed by C. M. Jansky Jr., nominated Prof. F. E. Terman of the University of California for the vice-presidency instead of picking a foreign scientist as customary. Nominated for directors, 1940-42, three to be elected, were Austin Bailey, Bell Laboratories; I. S. Coggershall, Western Union; E. W. Engstrom, RCA research director; Prof. H. M. Turner, Yale University; A. F. Van Dyck, RCA licence Laboratory; H. A. Wheeler, Hazeltine Laboratories.

Program for the 1939 convention of the Institute of Radio Engineers, to be held in the Mark Hopkins Hotel, San Francisco, June 27-30, coincident with the Pacific Coast convention of the American Institute of Electrical Engineers, has been completed. Among the speakers are Herbert Hoover, Jr., of the United Geophysical Corp., discussing communications in geophysical exploration; C. L. Bailey, of Jansky & Bailey, Washington consulting engineers, on FCC regulations and standards for broadcasting; L. H. Bowman, CBS Hollywood chief engineer, on CBS West Coast operations; V. K. Zworykin, research scientist of RCA on electron optics; H. A. Chinn, CBS, R. M. Morris, NBC, and D. K. Gannett, Bell Laboratories, on a new standard volume indicator and reference level; R. J. Thompson, RCA Mfg. Co., on recent ultra-high frequency developments.

Reynolds Keeps Post

EDWIN S. REYNOLDS, director of station advertising for CBS, has occupied that post since its inception 3½ years ago. Contrary to a report in the June 1 BROADCASTING, Mr. Reynold's work has been, and continues to be, the creation of advertising, by direct mail and in publications, for the 10 stations represented by the Radio Sales division of CBS.

Union Pacific's List

UNION PACIFIC RAILROAD Co., Omaha, on June 4 began using four World transcribed 15-minute travelogues, *Looking Out West With Carveth Wells*, on WNAC WOR WCAU WJSV WCAE WTAM WKRC WJR WBBM KSTP KSD. The campaign runs through June to promote western vacation travel. Caples Co., New York, is agency.

Account from Norway

C. H. BJELLAND & Co., Stavanger, Norway (sardines) recently started a three weekly transcription campaign over 10 Canadian stations. Transcriptions were made by Dominion Broadcasting Co., Toronto, who also placed the account.

Morning Listening In New York Area

CBS, NBC and WOR Study Metropolitan Habits

MORNING listening habits of New Yorkers are being carefully studied by research experts of CBS, NBC and WOR, who last week received copies of a survey of some 12,000 families in 19 metropolitan counties made for them by Hooper-Holmes. Report covers the week of April 16, showing number and distribution of listening families by quarter-hours for each day between 6 a. m. and 1 p. m. among New York stations. Approximately 1,000 families who had listened sometime during the morning were interviewed each afternoon, interviewers calling in person and using a list of programs broadcast during the morning as an aid to memory of those interviewed.

Interviews were divided among income groups on the basis of 10% A incomes, 10% B, 30% C and 50% D. Of those who listened at some time during the morning, 43% had telephones and 49% owned automobiles. Of the car owners, auto radios were reported by 41%, a figure nearly twice the national average. This, incidentally, confirms the survey made last winter by WOR of autos parked in garages and lots in New York, which found 40% of those cars equipped with radio sets. Of the 12,109 interviewed families, 6,881, or 56%, had listened during the morning, a figure that remained consistent throughout the week.

Saturday Listeners

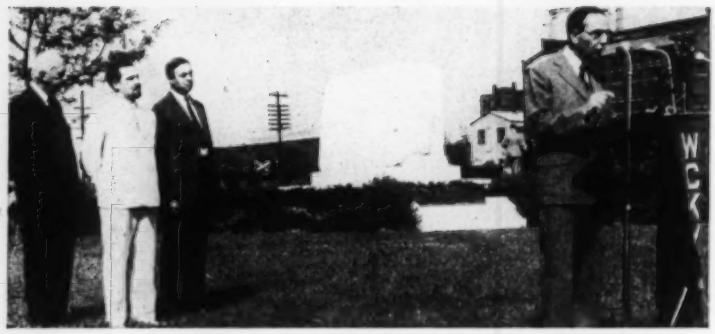
One surprising result of the survey is the fact that listening on Saturday morning did not differ from that on any other weekday, despite the lack of daytime strip shows that were the most popular programs of the Monday-through-Friday mornings. This indication that there would be a much larger Saturday morning audience if there were anything on the air to attract it is getting serious consideration from program directors, and it is expected that a number of new Saturday morning programs will soon be heard. Heretofore this time has been more or less neglected by both broadcasters and sponsors.

Listening in the section studied begins about 7 a. m. during the week, builds up to about 18% at 8 a. m. falls off to about half that at 8:30, but jumps back again at 8:45.

Morning listening increases gradually to a peak between 10 and 11, when 25% of all sets are in use and when the most popular strip shows are on the air. Apart from this type of program and from news, which always draws an increased audience, musical shows lead the field.

On Sunday there is little listening before 10, but after that much more than during the week, as might be expected. Children's programs are the most popular in the earlier Sunday hours. By 12:30 the Sunday audience is half again as large as on weekdays.

JOHN McCORMICK, WBBM-CBS announcer in Chicago, has entered the Second Annual Amateur Air Show at Chicago's Curtiss Airport June 25. He will fly a plane in the closed course race for stock planes.



EMPLOYES of radio's biggest individual advertising client, Procter & Gamble Co., through their subscriptions erected a memorial to the late William Cooper Procter, former P. & G. president and chairman of the board and well-known philanthropist. Dedication ceremonies June 7 were broadcast with an exclusive pickup direct from the site, at Ivorydale near Cincinnati, by WCKY with short talks by Richard R. Deupree, president of the company, and H. G. French, executive vice-president, handled by Mendel Jones, production manager; Rex Davis, announcer, and Art Gillette, engineer. Pictured here during the ceremonies, with the memorial monument in the background, is Mr. Deupree (at mike) and in the trio at left, Mr. French, Ernest Bruce Haswell, sculptor of the memorial, and R. K. Brodie, P. & G. vice-president, who introduced the speakers at the impressive ceremonies dedicating the memorial.

Network Report to Full FCC by Autumn On Monopoly Investigation Is Foreseen

ANY IDEA that the FCC will complete its report on its far-reaching network-monopoly investigation in time to submit definite recommendations to Congress at this session has been dispelled, and the outlook now is for a report to the full FCC not earlier than September by the committee which conducted the hearings.

At a meeting June 7 the Network-Monopoly Committee, with Chairman McNinch absent, planned its procedure for the report covering its six-month inquiry—the most comprehensive study yet undertaken of all aspects of business and competitive practices in the broadcasting industry. It became evident that it would be unable to complete the preliminary report, to be submitted to the full Commission, prior to September. And after that is done, there will still be the opportunity, it is assumed, for arguments before the full Commission.

May Submit Interim Report

There is still a possibility the Commission will attempt to keep Congress apprised of its work in this regard by submitting an interim report. That has not been decided upon and if past performances mean anything, it probably will not occur unless there is a strong demand in Congressional quarters.

While there is much speculation as to what the committee will recommend on fundamental issues, there are no indications at this stage as to any agreement on the part of the committee regarding any particular phase.

Network contracts with affiliated stations, particularly the exclusivity clause and the optioned time proviso, have highlighted the committee's discussions. Moreover, the question of NBC's operation of two networks, and testimony dealing with purported suppression of competition both in the network and transcription fields, have occasioned more than cursory discussion. That the committee is inclined to urge licensing of networks as such, is reported to be more than hearsay.

Members of the committee who have sat at the meetings with staff attorneys are Commissioners Thad H. Brown, Paul A. Walker and F. I. Thompson. Commissioner Thompson sat only during the last two days of the six months of hearings, but is taking an active part in committee's deliberations. He is understood to be particularly interested in the purported monopoly phase and in both the exclusivity and guaranteed time provisions of network contracts.

S. King Funkhouser, special counsel for the investigation, is being retained to assist the committee in preparing its report. General Counsel William J. Dempsey, however, is supervising the work with Rosel H. Hyde, veteran attorney, as chief legal assistant.

Snuff Series in South

U. S. TOBACCO Co., New York, on July 3 will start a 13-week test campaign for Bruton & Redfield snuff using *Happy Dan and His Radio Folks*, a quarter-hour program of hillbilly music, five times weekly at different early evening hours on the following Southern stations: WFB WAPI WBT WFAA KPRC WNOX KLRA WMC WALA WSM WPTF KWKH. Arthur Kudner, New York, handles the account.

Crown Cork Test

CROWN CORK & SEAL Co., Baltimore, Md. (Stero-Vac canning process), on June 6 started *Listen to Yourself*, six-weekly quarter-hour transcribed series on WIND, Gary, featuring Jack Drees in interviews with Chicago housewives at shopping marts, recorded and broadcast the following morning. Benjamin Eshleman Co., Philadelphia, handles the account.

General Foods Continues Joe Brown in Summer; Two Others Back in Fall

GENERAL FOODS Corp., New York (Post Toasties), will continue its weekly half-hour CBS *Joe E. Brown Show* through the summer, having renewed the series for 13 weeks effective July 6, Thursday, 7:30-8 p.m. (EDST), with West Coast rebroadcast, 4:30-8 p.m. (PST). Program will continue to feature Joe Brown, film comedian; Frank Gill and William Demling, comedy team; Margaret McCrae, vocalist and Harry Soznik's orchestra, with Don Wilson, as announcer. Donald Cope of Benton & Bowles, Hollywood staff will continue to produce. Ralph Scott represents CBS on the show. William R. Baker Jr., vice-president of Benton & Bowles, New York, and executive on the General Foods account, was in Hollywood during early June to complete plans.

Good News, sponsored by General Foods Corp. on NBC for Maxwell House Coffee, takes a summer layoff for nine weeks or more following the June 29 broadcast but will definitely return to that network in fall, according to officials. Future M-G-M activity was not revealed, but following the announcement made several months ago, it is expected the film studio will not be associated with the program. New fall show will be similar to the current series produced by M-G-M, it was said. Fanny Brice, comedienne and Meredith Willson, musical director, have been re-signed for the new series. Other talent was not announced at this writing.

The thrice-weekly *Lum & Abner* series, sponsored by General Foods Corp. (Postum) on CBS will also take a summer layoff after the June 30 broadcast. The program will return Aug. 28, to be heard Mon., Wed., and Fri., 7:15-7:30 p.m. (EDST). Bill Stuart will continue as Young & Rubicam producer of the series with Bob Longenecker representing CBS. Lew Crosby remains as announcer.

General Foods also is replacing *Mary Margaret McBride* on CBS with a thrice-weekly serial, *Joyce Jordan, Girl Interne*, because Miss McBride, with a daily commercial schedule on WOR, Newark, will be unable to appear on the new time the sponsor expects to adopt this fall. The new program, starting July 3, will be heard Mondays, Wednesdays and Fridays for La France and Satina, and on Tuesdays and Thursdays will be sustaining on CBS. Young & Rubicam, New York, handles the account.

The firm will also sponsor *My Son & I*, Ted Collins serial, this autumn, probably on CBS. Product and other details are unsettled. Young & Rubicam, New York, is agency.

GENERAL FOODS Corp., New York, for the last month has been using the 15 stations carrying the quarter-hour transcriptions of *Young Dr. Malone* for Post Bran Flakes to announce a premium offer of Lady Post silverware, made by the William Rogers Mfg. Co., New York. Listeners are asked to send in premium coupons from packages of the bran flakes plus postage to receive the silver set piece by piece. Benton & Bowles, New York, is handling the account.

Royal Visit Gets Complete Coverage

All Phases of Tour Are Described in Detail By Radio Aces

By LEWIE V. GILPIN

INTENSIVE on-the-spot coverage of the United States visit of King George VI and Queen Elizabeth was furnished by NBC, CBS and MBS, along with special pickups by independent groups during the royal party's one-day visit in New York. Picking up June 7 where Canadian broadcasters left off, all the U. S. networks carried descriptions of the official welcome at Niagara Falls and Buffalo, the two-day round of receptions and tours in and near Washington, the royal couple's visit to the New York World's Fair June 10, and the less formal visit at Hyde Park the following day. Most of the network broadcasts were relayed to Canada and many were shortwaved to Great Britain and France.

Most detailed coverage was given during the Washington and New York stops, when radio reporter-announcers took stations at every important function to observe or broadcast from the spot. In Washington all three networks carried descriptions of the royal party's arrival at Union Station, commentaries on the garden party held at the British Embassy June 8, pickups of the reception for members of Congress in the rotunda of the Capitol and ceremonies at the Tomb of the Unknown Soldier in Arlington National Cemetery the next day, in addition to supplementary straight news reports in regular newscast periods and reports by network commentators.

In New York virtually every minute of the royal visit was covered by the networks and all the city's independent stations, from the arrival at Red Bank, N. J., at 7 a. m. June 10 until the King and Queen's departure for Hyde Park at 5 p. m. that afternoon. Announcers and engineers were stationed by the networks at every vantage point along the route and at the Fair, while several independents also had their own announcers at the principal points, other local stations picking up the proceedings via network lines.

Televised at the Fair

Highlight of the New York visit, from a novelty standpoint, was NBC's coverage with television at the Fair grounds. Beginning at 12:45 p. m. with scenes of the Court of Nations, the Iconoscope, located on a stand with newsreel cameras, picked up the arrival of the King and Queen at 1:30. The NBC television crew followed through with pictures of the welcoming ceremonies and visits to the Federal Building, the Irish Exhibit and departure aboard one of the Fair's "trackless trains" for the Canadian exhibit.

Throughout the whole U. S. visit, the networks cooperated in supplying their pickups for world-wide broadcasts over their own shortwave stations and through CBC, BBC, and the French PTT. The U. S. networks previously had carried CBC reports during the earlier Canadian tour, and this arrangement continued through to the time their Majesties departed from Halifax, N. S., for England. One of the final broadcasts was scheduled for June 15 from Halifax, when the Queen was to make the first world-wide radio broadcast of her official life in the form of a short message of farewell to the women and children of Canada. The King also was to broadcast his farewell message at the same time.

George Hicks handled the description for NBC at the arrival of the royal party at Niagara Falls June 7, with H. R. Baukhage reviewing official preparations from Washington. The arrival in Washington next day and descriptions of the parade to the White House were handled by Baukhage, Carlton Smith, NBC presidential announcer, Bud Barry, Bryson Rash and Don Gardner.

Garden Party Commentaries

To cover the garden party at the British Embassy June 8, NBC set up remote facilities at the home of Senator James J. Davis, adjoining the Embassy, and carried a quarter-hour description immediately following the function with first-hand observations by Baukhage, who attended for NBC, and feminine-angle descriptions by Mary Mason, WRC announcer, who checked arrivals at the Embassy entrance and observed from the Davis garden. George Wheeler handled the interviews with Baukhage and Miss Mason. NBC also carried a special program of interviews with visiting Canadian and British newspapermen, June 8.

On June 9 NBC coverage included the Congressional reception in the rotunda of the Capitol, with George Hicks and Carlton Smith on a quarter-hour pickup; another quarter-hour from the Tomb of the Unknown Soldier by Baukhage and Bryson Rash; interviews with British newsmen by Don Gardner, and a quarter-hour description of the departure from Washington by Baukhage and Bud Barry.

As a local tie-in with the royal visit, Mary Mason attended Mrs. Roosevelt's press conferences before the visit, while Phoebe Gale, NBC-Washington publicity director, attended those of Lady Lindsay, wife of the British Ambassador, and both gave advance descriptions of food, clothes and entertainment planned for the royal visit on Miss Mason's *WRC Home Forum*.

Salute to Royalty

With Jack Fraser covering the departure by boat from Red Bank, NBC stationed Hugh McIllrevy on Governor's Island to describe the 21-gun salute fired as the destroyer *Warrington* passed, with the King and Queen aboard, en route to the Battery. At the Battery, describing the greeting by Gov. Lehman and Mayor LaGuardia, NBC had George Hicks, who also had covered the Canadian section of the royal visit, and Amelia Umnitz, NBC fashion editor.

At this point NBC cooperated with the British and French broadcasters for individual rebroadcasts via BBC and PTT, as well as CBC. Michael Ferry and Alistair Cooke handled the French broadcasts from Battery Place, while the British pickups were described by Felix Greene, BBC representative in New York, and Richard Dimbleby, BBC announcer for the royal visit.

Nelson Case, NBC announcer, was stationed in Perylon Hall at the World's Fair where the King and Queen signed the royal guest book, and Ben Grauer covered the troop review outside the Court of Peace. The luncheon in the Federal Bldg. was described by Herluf Provenson for NBC, after which the King and Queen were televised by the network as they greeted the crowds from a balcony on the terrace of the building. NBC also made several other television pickups during the royal party's Fair tour.

A special television crew of nine men handled the program for NBC, among them Harold P. See, technical supervisor; Burke Crotty, program director for the mobile television unit; R. W. Pickard and Justice Allen, cameramen; Alfred Jackson and Stanley Peck, control men; Edwin Wilbur and William Resides, operators of the mobile transmitter, and G. F. Hettich, general television engineer.

How CBS Covered

The visit of the King and Queen to the Australian Bldg. was broadcast by Lyle Van and the tour of the British Bldg. by Gene Hamilton.

After their arrival at Hyde Park to spend the week-end, Carlton Smith reported all their activities until their departure for Canada the night of June 11. NBC on Sunday afternoon presented a special hour program for Their Majesties, with British stage and screen stars in this country paying tribute to the royal couple. Gertrude Lawrence, English actress, originated the idea and acted as mistress-of-ceremonies. The program was shortwaved to Europe via W2XAF, Schenectady, and W6XBE, San Francisco.

Bob Trout covered the royal party's arrival at Niagara Falls for CBS, accompanying the entourage from that point on its swing to Washington, New York and Hyde Park. The Washington arrival, including the start of the procession from the Capitol down Pennsylvania Avenue to the White House, was covered for CBS by Trout, along with John Charles Daly, Warren Sweeney, Joe King and Reginald Allen, all of WJSV, CBS Washington outlet. Trout also described the garden party, held the same afternoon, which he attended as CBS' representative, and along with Daly handled short broadcasts the next day from the rotunda of the Capitol and Arlington National Cemetery.

WJSV also handled a special pickup from Washington for Kate Smith, who was one of the guest artists at the White House state dinner for the royal visitors. From the WJSV studios Miss Smith used earphones and dubbed in with the rest of her regular Thursday evening program, broadcast from New York. She also arranged with Mrs. Roosevelt, during her visit at the White House, to have the First Lady as her guest on her June 15 broadcast, when they were to discuss the visit.

At New York Fair

Seven CBS reporter-announcers were assigned to cover the New York visit. George Putnam, CBS special events announcer, broadcast the King and Queen's trip to the Battery aboard the *Warrington*, and Charles Stark described the ceremonies after the destroyer had landed. Larry Elliott reported the motorcade's trip to the Fair, and John Allen Wolf was stationed outside Perylon Hall. Inside the Hall was Dan Seymour, who later broadcast again from the British Pavilion. The luncheon in the Federal Bldg. was described by Frank Gallop. Bob Trout, after broadcasting the royal arrival at the Federal Bldg. covered all further CBS programs, including the trip through the Fair grounds, visit to Columbia University, departure for Hyde Park and activities at Hyde Park.

Radio Chiefs at Luncheon

When Mayor LaGuardia of New York tendered the luncheon at Perylon Hall, those identified with radio who were included in the invitation list with their wives were Arde Bulova, M. H. Aylesworth, Alfred J. McCosker, William S. Paley and David Sarnoff.

MBS coverage in Buffalo was furnished through WGR, with Announcers Herbert Rice and Clifford Jones handling the pickups under the direction of I. R. Lounsberry, WGR general manager. Announcer Rice boarded the pilot train as it left Buffalo for Washington and served as Mutual's observer over the entire route in the United States, voicing his on-the-spot observations during interviews at each stop.

WOL, Washington, directed MBS pickups of the royal party's activities in the capital, from arrival to departure, using its own announcing staff exclusively, along with engineering assistance from WBAL, Baltimore. In addition to the commentaries of Fulton

(*Continued on page 70*)

King Liked Mikes

KING George's first contact with the gold-plated WE microphones specially installed on the speaking stands for his use was at Quebec. He has an eye for the unusual, and just before his first microphone appearance he asked Prime Minister W. L. M. King about the peculiar new type of microphones. The Prime Minister's explanation that these were specially built for his use brought a smile and a nod of satisfaction from the King.

RMA Cooperation In Video Problem Urged by Craven

Must Continue Research and Development, He Cautions

HAUNTED by the spectre of problems of its own creation—television, facsimile, ultra-high frequency—the radio industry must cooperate in planning for the future, FCC Commissioner T. A. M. Craven told the Radio Manufacturers' Assn. June 13 at its annual Chicago convention.

As a general method of attack he recommended acceptance of the fact that the industry stands on a rapidly changing base and that existing business must be protected and provision made for progressive employment increases. Finally, he cautioned against standardization of thoughts, methods and apparatus.

Mr. Craven voiced surprise that the RMA ever should have asked the FCC to approve television standards at such an early stage of development. Standardization has a tendency to thwart progress and throttle inventive genius, he reminded, and "premature standardization would kill the goose which we hope will lay the golden egg".

Several Years Away

If television is adversely affecting the stability of the radio manufacturing and broadcasting industries, it is the result of a lack of logical thinking and coordinated planning, Comdr. Craven said. "Jobbers and others who sell broadcast receivers to the public," he said, "should know that while television is here in the early stages of practical technical development, it is not here and cannot be here for several years from the standpoint of stabilized operation of a real service on a nationwide scale."

To lead the public to believe that television is here on a national or even regional scale would be foolhardy, he stated. "The very fact that television has developed so rapidly in the past few years should indicate that with the same intensive research in the future as in the past the public can expect greater improvements both in quality, simplicity and cost. However, credit should be given for the wonderful strides in technical development achieved by the industry to date. The fact that you have already developed the technical phases of television to such an extent is a marvelous achievement. For this, the industry deserves the meritorious acclaim of every thinking person.

"The further development of television requires not only courage on the part of this industry but also the will to proceed. It is necessary for this industry to foster the development of television. Unless they do this they will be in no position to cry for protection when someone else undertakes the job. The public, having tasted the fruits of the inventions of modern genius, organized and financed by your industry, will not be denied the promise of the service which transmits over a distance not only the voice but also vision, in the form of culture, news and entertainment.

"Therefore, I strongly urge all of the representatives of the industry, who are here today, to continue your active steps. I hope you will continue to couple your actions with some constructive thinking and coordinated planning for the future. Above all it is important that active research be carried forward. I do not mean that the industry should abandon a wholesome spirit of competition either in business or in technical development. It is entirely practicable as well as proper to maintain competition among individuals and at the same time to plan sensibly for the welfare of an entire industry. In so doing you are serving the interest of the public, promoting the successful sale of your equipment, as well as creating a satisfied audience for your programs."

Neville Miller, NAB president, also addressed the convention, using as his topic cooperation between manufacturers and broadcasters in furthering industry development. He reviewed the "National Radio Week" campaign in which NAB and RMA cooperated and discussed other phases of joint industry promotion.

NEIGHBORING KIDS, shown here at right, representing WSAI as "the little brother station", held an adult team of WLW staff members to an 11 to 7 score in a softball game featuring the recent annual *Mailbag Club* picnic sponsored by WLW-WSAI, Cincinnati. Dewey Long, WSAI manager, signed up the juvenile sandlotters to represent the station, giving them names of members of the WSAI staff. Gathered together after the tussle are the three girl umpires, Jan Cadori, Mildred Breithold and Mildred Birnbaum, all secretaries at WSAI, and starting at left, the WLW team: Don MacEwan, transcription department; Ralph Brown, assistant continuity editor; John Merrifield, agricultural editor; Bob Heidler, news writer; Winfred Hunter, traffic department head; Jerry Burns, special events announcer; Jerry Branch, technical advisor; Bill Haas, accounting department, and Bill Malone, research department.

International Censorship Rule To Be Given Hearing by FCC

Deluge of Criticism Brings Change of Attitude; Free Speech Violation Charged in Congress

REELING under the impact of a torrent of criticism provided by its international broadcast "censorship" rule [BROADCASTING, June 1], the FCC was prepared June 13 to rescind its action and order a general hearing within 30 days.

The question was discussed at the FCC meeting June 13 but final action on the hearing was deferred until later in the week when proper notices could be drafted. It was expected the FCC would order the hearing on the basis of a resolution and petition filed by the American Civil Liberties Union rather than the request made by Neville Miller, president of the NAB, in his letter of June 3 to the FCC. The reason for such a move, it developed, would be founded on the conclusion that the Union's plea was in the nature of a formal document in accord with FCC procedure whereas the NAB letter did not accord with the procedural rules.

Rebuffs the NAB

The Civil Liberties petition was filed June 9 and followed by three days a letter which it had sent to the FCC criticising its action. It held that the Commission order that international stations must "reflect the culture of this country" and "promote international goodwill, understanding and cooperation" was so worded that it "smacked of censorship and with interference of the right of free speech." The Union took the position that the radio industry and the public should be consulted before such a step is taken and asked that the Commission should reconsider or withdraw its previous action and hold a formal hearing.

The FCC's intended action of granting the hearing on the Union petition, and of thus sidestepping the NAB request, could only be interpreted as a rebuff to the trade association. It was clear that members of the FCC and its staff resented the tone of the NAB letter.

The FCC hearing action was slated to come after widespread denunciation of the rules had been voiced in Congress and by the press. There was not a word of support for it save that voiced within the FCC itself.

Wheeler Lashes Out

The final offensive wallop came June 12. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee in which radio legislature originates, in addressing the Senate, called the rule "a form of censorship which the Congress of the United States never contemplated when it passed the law." Advising that Congress would take action to prevent censorship if necessary, he expressed the hope that the FCC would reconsider and authorize the hearing. He was joined in his views by Senator Johnson (R-Cal.), elder statesman on foreign affairs, and a vigorous advocate of free speech.

Senator Wheeler placed in the record a copy of Mr. Miller's letter-petition to the FCC as well as a series of 14 editorials and columns which had been published on the subject, describing it as censorship of varying degrees.

Observing that everybody agrees radio must be free from censorship, Senator Wheeler said he hoped the Commission would not only grant the hearing but would modify the rule which he said would tend to bring about censorship in the United States over both national and international broadcasting. He added the rule would even give the Commission the right to censor the broadcasting of speeches by members of the Senate, inasmuch as it could say that a speech about to be made did not reflect the "culture of the country" and might possibly stir up ill feeling in some other country.

In a discussion with Senator Johnson, the Montanan remarked that, if the Commission wants to impose censorship by radio, Congress "ought to pass a more stringent law against censorship of any kind or character in radio." Senator Johnson observed that the matter was one which should be taken care of promptly. The word "cultural", he said, has a peculiar meaning according to the State Department.

House Applauds Attack

The first Congressional outburst came June 2 when Rep. McLeod (R-Mich.), drew House applause in attacking the measure and in suggesting that in view of the serious situation the President "should forthwith demand the resignation of the entire Commission."

Stating that when the FCC was created it was not intended that censorship would be a part of its functions, Rep. McLeod said its primary duties are to "prevent confusion in the air by allocation of wavelengths and to guard against libel or indecency." He described the FCC as a creation of Congress "suddenly turned a Frankenstein, ignoring the will of Congress and determining just what American radio stations shall or shall not say during international broadcasts."

He called the situation "fascistic," and said that while the regulation is but a "small cancer now", unless it is cut out at the start, "it will spread like any unattended malignant growth, until finally free speech will be throttled, the press will be a mouthpiece for the few, and radios will blare forth only the ideas of the FCC."

In the history of the nation, Rep. McLeod said, "no more audacious or tyrannical step has been taken to destroy a vested right. If not corrected immediately, this regulation can mean the beginning of a fascist censorship of the press as well as the radio."

The Civil Liberties Union, mili-

(*Continued on Page 69*)

Young America Sells the Norge Line

Sunday Morning Series Of WBT Carolina Phenomenon

By GEORGE FULENWIDER

Sales Manager
Southern Bearing & Parts Co.
Charlotte, N. C.

EACH Saturday morning for a half-hour beginning at 10, refrigerators are sold through WBT—and sold so successfully that we'd like to tell the world of our experience. My company is the Carolina distributor for Norge household appliances; our sales of Norge products have increased so rapidly and so directly as a result of radio advertising that we are proud to record our discovery of radio's selling value.

Mr. Fulenwider

The program presents Young America — Carolina children who sing and play and recite. Undertaken as a new experiment in the early spring of 1936, *Young America on the Air* is today a permanent feature on WBT's Saturday morning schedule, under the sponsorship of Southern Bearing & Parts. Originally we considered newspaper advertising in the two Carolinas, but with the many small communities in our territory we found it difficult to properly distribute our advertising copy so as to reach all potential customers.

It was a problem, then, to select an advertising plan flexible enough to cover the various products manufactured by Norge—refrigerators, washers and ironers, electric and gas ranges, commercial refrigeration and heating equipment, and such. And of course we had to reach so many small towns in a large geographical area. Radio advertising was offered as our solution.

Appeal to the Feminine

We approached our manufacturers about the plan to use radio, and finally were assured of their cooperation in the financing of a radio program if it would have enough public appeal and do a good selling job. We had the budget, the approval, and the products to sell. Then the type of program to employ became the next problem. Home appliance surveys seemed to indicate that women's opinions were the predominant factor in the purchase of electric home appliances, so we sought a program of special appeal to the ladies. Moreover we wanted a local program with distinct local interest.

At the time a children's show was being aired as a WBT sustaining feature, in which youngsters were presented under the direction of one of the station's popular announcers, Holly Smith. The way to a man's heart is through his stomach, we were reminded. And the way to a woman's heart is through her children. So, *Young America on the Air* was born.

Holly Smith had developed a large personal radio following, and he was retained as master of ceremonies. Jack Phipps, WBT staff pianist, became our official accompanist. The program's title was adopted because of its natural appeal, and because it is a phrase commonly used—and today when people in the Carolinas think of *Young America*, they think of Norge products. So *Young America on the Air* would exclusively present voices not heard on any other programs, I became part of the cast to handle the commercial announcements. It was not long, however, before the children began calling us "uncle"; so we became Uncle Holly, Cousin Jack, and Uncle George.

Three-Year Sponsorship

The program was sponsored early in 1936 for a 13-week trial. Today it is still on the air in its third year, and more popular than ever, judging from our sales success. It has not missed a single Saturday morning in that time, and now is the oldest continuous program on WBT. More than 1,200 children from all parts of the two Carolinas have appeared on our show. While originally only local children were invited on the program, we soon began bringing talent from as many towns in our territory as possible, thus building local interest in our advertising and program. To this feature in no small way do we attribute our successful advertising experience.

Before long various dealers in many communities began inquiring about personal appearances of the show. Thus began a series of *Young America* programs presented in home towns under the sponsorship of our local dealers. The dealers were glad to have these shows, and the response in the form of good will and actual sales was gratifying.

Since October of last year, when so many applications for auditions had been received, we arranged to have local civic clubs sponsor our personal appearance shows, and conduct auditions through elimination contests. The winners are sent to Charlotte to appear first in our radio program. Now a series of contests is being run, with trips to the New York World's Fair as prizes.

A Real Merchandiser

In short, our radio show inspires local shows which develop home town interest, which in turn builds good will and increased sales. One dealer in a rather small town reported selling five refrigerators to his local audience watching the home talent show. This is typical.

Our 1936 sales of Norge products were more than double the 1935 figures; 1937 gave us another double; and in 1938 we had an even greater selling year. We attribute this directly to our radio series, which creates local interest through close cooperation with our dealer organization.

Young America on the Air has been spectacularly successful not only in building sales and dealer acceptance, but in stimulating a continued civic interest in virtually all communities in the two Carolinas. It is an experience of which we are,—pardonably I am sure,—quite proud.

Havana Treaty Conflicts

THE FCC announced June 13 that final action on nine applications pending before it, and involving new broadcasting facilities, were being withheld because the facilities requested conflict with or involve the North American Regional Broadcast Agreement, which is still awaiting approval of the Mexican Government. The nine applications are those of the Evening News Press, Port Angeles, Wash.; KEEN, Seattle; Michael J. Mingo, Tacoma, Wash.; Tacoma Broadcasters Inc., Tacoma; KSEI, Pocatello; St. Lawrence Broadcasting Co., Ogdensburg, N. Y.; Cuyahoga Valley Broadcasting Co., Cleveland; WSBT, South Bend; King-Trendle Broadcasting Corp., Grand Rapids.

MORE THAN 1,200 North Carolina children, like the youngster here demonstrating her violin artistry, have appeared on *Young America on the Air* since 1936, when it was converted from a local sustainer into a commercial show on WBT, Charlotte, under sponsorship of Southern Bearing & Parts Co., distributors of Norge products. Holly Smith (right), WBT announcer, developed the show, which presents talented young Tarheels who sing and play and recite, as a WBT sustaining feature, and now carries on as master of ceremonies while the program sells Norge refrigerators and other household appliances like wildfire.

Telephone Report Covers Net Wires

Seeks Specific Authority to Control Charges to Chains

RECOMMENDATION to Congress that the Communications Act be amended so as to make it clear by specific language that the FCC has jurisdiction over charges made by the AT&T for wires used in chain broadcasting, was made by the FCC June 14 in its final report on the four-year-old AT&T investigation.

In making this recommendation, the FCC in effect adopted the suggestion made by Commissioner Paul A. Walker in his proposed report issued April 1, 1938. Mr. Walker had recommended that the Commission Act be amended to prohibit "discrimination in charges for telephone lines used in chain broadcasting or incident broadcast uses," stating that the Bell System has a virtual monopoly in the furnishing of wire facilities to broadcast stations and networks.

Adopted Unanimously

The specific recommendation made in the final report, founded on the investigation conducted at a cost of $1,500,000, was as follows:

"Amend Section 202 (b) so as to make it clear by specific language rather than by implication that practices, classifications, regulations and facilities, as well as services and charges, in connection with the use of wires in chain broadcasting shall be subject to regulation by this Commission and so that this section of the Act will correspond to the preceeding half of the Section 202 (a)."

The final report contains a chapter, as had the proposed report, on the position of the Bell System in furnishing wires to broadcast stations and networks in comparison with the telephone carriers, and covering the Bell System policy of interconnections as well as the past participation of the Bell System in broadcasting.

The final report is the Commission's revision of the proposed report drafted by Commissioner Walker, which provoked a furor because of its allegedly "ex parte" aspect. It was unanimously adopted and signed by the entire Commission. The report covers approximately 900 pages and makes point of savings to telephone subscribers of more than $30,000,000 through reductions in rates resulting directly from the FCC investigation.

With the telephone report out of the way, it was expected the FCC would proceed full speed ahead on other urgent matters on its docket, notably in connection with broadcasting.

St. Louis Campaign

RADIO will be used along with newspapers and other media in the new "Visit St. Louis" campaign sponsored by the St. Louis Chamber of Commerce and handled by Kelly, Stuhlman & Zahrndt, St. Louis agency. The radio campaign will be concentrated in 11 neighboring States, where people will be urged to visit the "City of a Thousand Sights" this summer, especially to make it a stopover if they are going to the New York or San Francisco fairs.

XUM

Draft of New Rules to Be Ready Soon

Legal and Engineering Staffs Working on Report to FCC

INSTRUCTED to draft final rules and regulations to govern broadcasting with utmost dispatch, the FCC Law and Engineering Departments will have final drafts of the important regulations before the full Commission by June 20 under a program which would place the regulations in full effect in July.

After hearing oral arguments during a six-hour session June 1 on objections to particular phases of the proposed rules, the Commission instructed its department heads to move forward as rapidly as possible. Few changes from the final draft of the proposed regulations are contemplated despite the vigorous objections voiced by individual applicants, as well as the NAB, to particular provisions.

Because Mexico has not yet ratified the terms of the North American Broadcasting Agreement with its substantial reallocation of broadcasting facilities on the Continent, the rules as promulgated will not include actual frequency shifts. But in all other respects, including the new classifications of stations, they will become operative. In other words, the rules, drafted to accommodate the redistribution of facilities, will become effective without actually ordering the frequency changes. These will be meshed into the broadcast structure if, as and when Mexico formally ratifies the treaty or makes it operative by administrative agreement.

Treaty Parleys Progress

Formal diplomatic conversations now are in progress between the Mexican Government and the American Embassy staff in Mexico City, with optimism expressed as to the outcome.

If the Law and Engineering Departments meet the FCC's deadline, it is expected the Commission will discuss the rules that day and probably formally ratify and promulgate them on the following Tuesday meeting day. What effective date it will decide upon is undecided, probably not over 30 days.

Presumably, the FCC will follow the course of amending licenses of all stations so they will fall in the new station classifications at the time of license renewals. In that fashion it would automatically apportion the task of revising licenses over a six-month period.

Stations placed in the new categories, if they feel aggrieved, would be in a position to protest to the Commission and have a hearing at which they could show cause why they should not be thus classified.

For example, a station given a modified license as duplicated Class I (duplicated clear) in lieu of its present assignment as a clear channel station on a regular basis, could protest the Commission's action. Similarly, a regional station classified under the new rules as a Class III-B, which might not permit it to use 5,000 watts at night as the new rules provide, and which would not be afforded the same degree of coverage protection as a Class III-A station, also would have a basis upon which to register a protest and demand a hearing at which it might present its claims for the preferable assignment.

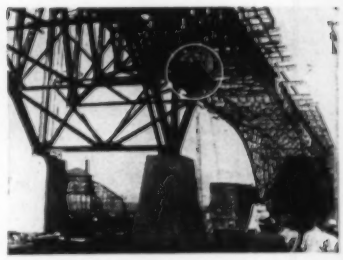
Some doubt exists as to the Commission's disposal of the issue precipitated by the proposed rule which would automatically ban commercial operation by stations having experimental grants. Under the rules, all experimental authorizations for increased hours or increased power are wiped out and all the stations are accommodated in another fashion. Thus the slate would be wiped clean on such experimental authorizations, which in the past have been described as a "subterfuge" in that the stations have not operated experimentally but regularly.

Objection to the proposed new rule prohibiting commercial broadcasting on an experimental authorization was voiced not only by the NAB through its special counsel, Philip G. Loucks, but by other attorneys appearing for particular applicants. Whether the Commission will alter the rule to permit commercial operation over special experimental facilities appears to be one of the most important of the undecided phases.

In addition to routine changes in the rules themselves, a number of alterations in the standards of good engineering practice also appear likely. These were discussed at a technical conference June 5-6, presided over by Andrew D. Ring, assistant chief engineer in charge of broadcasting, and attended by some 50 engineers and broadcasters [see story on this page].

Regionals Get Protection

Most important in these deliberations was the observation by Mr. Ring that in the case of Class III-A stations, the provision for protection to the 2½ millivolt line will be regarded as flexible and that it will not be rigidly adhered to in the case of regional stations in outlying areas which are providing a more comprehensive service. Moreover, some latitude also may be permitted in allowing class III-B stations, under particular operating conditions, to use 5,000 watts at night, depending on individual circumstances.



MOBILE UNIT of WGAR, Cleveland, enjoys the distinction of being the first vehicle on Cleveland's new $6,000,000 steel-arch bridge, linking the east and west sides of the city. In order to broadcast ceremonies centering on completion of the steel structure of the bridge, the shortwave unit (circle) was hoisted by crane to the bridge span 120 feet above. Bridge engineers constructed a special girder rack to fit the truck.

NAB's Stand Outlined By Loucks, Special Counsel

Opening the six-hour oral argument session June 1 before the full commission, with the exception of Chairman McNinch, Philip G. Loucks, special counsel of the NAB, outlined the industry association's stand on the proposed rules.

Emphasizing the importance of keeping regulations flexible to accommodate industry development, Mr. Loucks termed the proposed regulations "a very substantial forward step" before analyzing the NAB's 16 exceptions to the Committee's report.

The NAB's first exception, Mr. Loucks began, lay with Rule 31.04 (3), designed to prescribe the amount of money required to construct stations of different classes, and which recognizes a distinction between stations supported by sponsored programs and stations otherwise supported. The objection goes to this distinction, he said, pointing out that even if the law recognized such distinction or "even the slightest implication that a station must be self-supporting", that part of the rule would be unnecessary. Simply a satisfactory showing by the applicant that he is financially qualified to construct and operate the proposed station" would seem sufficient for all regulatory purposes under the Act, he declared.

Another NAB exception was directed at Rule 31.12 (b), prohibiting commercial broadcasting on an experimental authorization. Enforcement of this proposal would retard rather than encourage experimentation, Mr. Loucks declared, contrary to the intent of Section 303 (g) of the Communications Act, which he termed "a mandate to the Commission that experimentation be encouraged".

Noting a third NAB exception, based on the Committee's recommendation to increase the normal license period from six months to one year, Mr. Loucks pointed to the statutory license period of three years, and while urging that the Commission "adopt the Committee's recommendation if it is deemed inadvisable to grant greater

Proposed Changes in Engineering Rules Are Accepted for Submission to FCC

SEVERAL changes in the FCC's proposed standards of good engineering practice, which form a part of the projected new rules and regulations to govern standard broadcast operations, were agreed to in substance during an informal conference June 5-6 called by the FCC Engineering Department and attended by some 50 engineers and attorneys.

Presided over by Andrew D. Ring, assistant chief engineer in charge of broadcasting, who was instrumental in drafting the standards, the conference developed into a roundtable discussion of the technical rules. The Engineering Department, through Mr. Ring and Chief Engineer E. K. Jett, is expected to submit proposed alterations to the FCC, for its consideration.

A proposal by Samuel Sabaroff, representing the American Communications Assn., CIO union, that regulations be modified to require additional operators and technicians at stations, was not considered by the conference, and Mr. Ring observed that it was not a subject which the group properly could consider. He suggested that a formal petition be filed with the FCC itself. Mr. Sabaroff also made a plea for introduction of additional safety regulations, which were considered during the conference.

Protection of Signals

Highlighting the conversations was the conclusion that in the case of Class III-A stations, using 5,000 watts at night, the provision in the rules for protection to the 2½ millivolt line would not be rigidly adhered to. Where warranted, a greater degree of protection will be afforded, it was decided, particularly in the more remote areas where such stations perform a secondary service.

Regarding stations in the III-B classification, which normally would have a maximum power of 1,000 watts at night, the question was raised as to whether such stations could procure 5,000 watts night power. Mr. Ring pointed out that in such instances all factors will be taken into account but explained that from an engineering standpoint, such stations would not be protected unless it was shown that the channel could not be cleared up and that the use of the additional power would not prevent further use of the channel by other stations.

There was considerable discussion on mandatory use of a phase and current indicator by all stations employing directional antennas. It was recognized that such an instrument is desirable for certain types of antennas and that the costs might run from $300 to $1,000 per installation. No decision was reached during the conference as to making such a requirement mandatory but it was felt that eventually the Commission would take such a course. It was agreed that such an instrument is essential if directive antennas are to be kept in phase.

The rule governing use of auxiliary transmitters was broadened so they may be employed for a period not to exceed five days during maintenance and modification of the main transmitter as well as during failures. For this five-day period no specific authority from the FCC will be required. Moreover, it was decided that stations no longer will be required to notify the Commission when using auxil-

(*Continued on page 58*)

extension of the license term at this time", he added that "far greater stability is needed than that which will be supplied by extending the normal license period to one year".

The NAB considers the recommendation a step in the direction of greater stability from which will flow improved service, he commented, but suggested further study will reveal that the reasons for extending the term to one year may be applied with equal or greater force to a longer period.

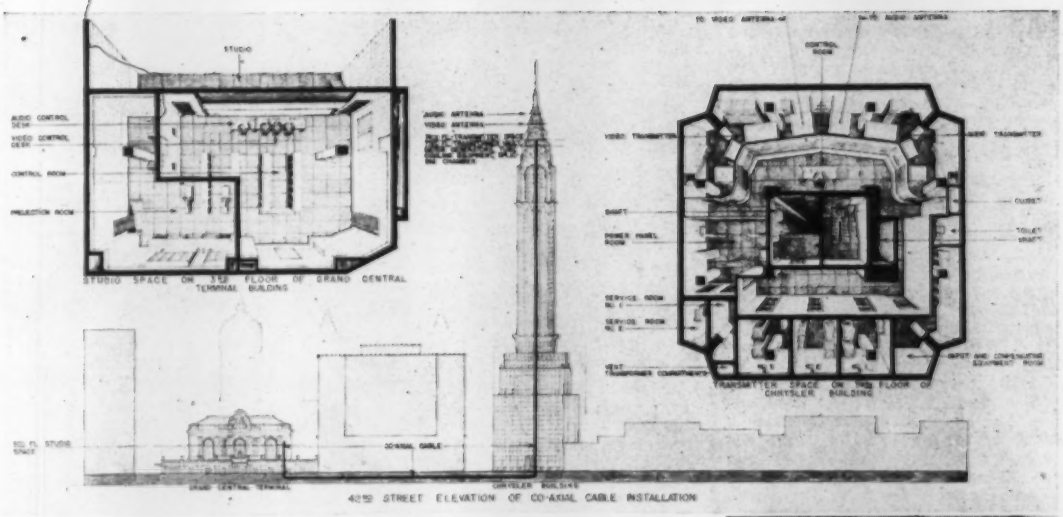
Restriction on Common Antennas Criticized

Rule 32.05 (e) also drew NAB objection insofar as it prohibits the simultaneous use of a common antenna where two licensees are owned or controlled by the same person or corporation, or where two licensees have an agreement between them which is satisfactory to the Commission. Mr. Loucks said the NAB felt the rule should be omitted entirely, or modified to permit simultaneous use by separate licensees provided such use is in conformity with an agreement approved by the Commission.

Two more NAB exceptions arose from Rule 34.20 (1) (a) and (b), governing entries to be made on the program and operating logs. Mr. Loucks called for clarification of the language "with an indication of the type of announcement" in paragraph (a), whether it means merely a notation of an identification announcement or a definite description of the one of several types of identification announcements a station might use. Clarification also is needed of the language "by whom presented" in paragraph (b), calling for an entry briefly describing each program broadcast, he said, pointing to possible misunderstanding of whether the entry should show the names of the artists actually presenting the program, the name of the network in case of network features, or the name of the recording company if it were a recorded program. The rule presents some of the practical problems growing out of the construction of Section 317 of the Act, relating to the identifying of sponsored matter, he observed.

Mr. Loucks' final observation concerned Rule 36.04, requiring licensees to permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office. "It is the view of the NAB that it will be sufficient for all purposes of the law if the record of requests for political time be open to the Commission rather than to the public," he declared. "It is difficult to understand how any useful purpose can be served by requiring the licensee to permit members of the public to inspect these records. Furthermore, the rule does not prescribe the length of time such records must be retained by the station, nor does it presume to limit the time for their inspection."

Responding to a question from the bench, Mr. Loucks inferred that the FCC's regulatory authority is restricted to technical policing powers. The permissive and mandatory powers embodied in Section 303 of the present law, he said, are identical with those provisions set forth in the original act of 1927, with one minor exception. And that original act contemplated that the Secretary of Commerce should become the "licensing authority", he added.



CBS PREPARES for television service from its studios in New York's Grand Central Terminal Bldg. and its station in the Chrysler Tower. Schematic above shows cross-section of the television installation in the Chrysler Tower. At right Gilbert Seldes, CBS director of television programs, is shown at control desk of the Grand Central studios. Standing at his right is Philip Goetz, television engineer. Starting date of service has not yet been fixed, but Mr. Seldes stated recently [BROADCASTING, June 1] most programs will probably emanate from the studios.

Clear Channel Group Seeks Power Over 50 kw.

Appearing on behalf of the Clear Channel Group, Louis G. Caldwell followed Mr. Loucks with a lengthy plea that the regulations be amended to permit clear channel stations to use power in excess of 50 kw. Pointing out that of the 122,000,000 U. S. (1930) population, some 16,000,000 living in about 40% of the area of the country do not receive a satisfactory signal from a single station in the daytime, and some 28,000,000, dwelling in about 60% of the country's area, do not receive a satisfactory signal at night, Mr. Caldwell declared flatly that "the only method of effecting improvement in service for these people from standard broadcast stations is by increasing the power of clear channel stations above the maximum of 50 kw. permitted by the present regulations of the FCC".

The Committee's recommendation that the number of clear channels be reduced from "a theoretical 40" to 25 and that a 50 kw. power limit be placed on clear channel stations drew pointed criticism from Mr. Caldwell.

"There is not a fact in the record," he continued, "there is not a fact in the Committee's report, showing that harm would result to anyone from amending the regulations so as to permit clear channel stations to use power in excess of 50 kw., either to the public, or to any network, or to any class of station, with the possible exception of three regional stations and one local station, all four located at Milwaukee and South Bend, which might receive fewer network commercial programs than at present or, at the worst, might lose their present network affiliations.

"For the rest, the Committee provides us only with conjectures, doubts, and uncertainties which are not only not supported by evidence but frequently fly in the face of undisputed facts. For the most part, they are mere words and, what makes this argument all the more difficult, vague words having an unpleasant flavor but without any tangible meaning, making it exceedingly difficult to understand what issues the Committee intended to raise and decide."

Citing "monopoly" as one of the words "with sinister implications" appearing "here and there" in the report, Mr. Caldwell said "the word, or even the suggestion of its possibility, was never more loosely or unjustly applied than it has been to the group of 14 clear channel stations comprising the Clear Channel Group, all of which are independently owned and all of which, with one exception, are located in different cities scattered over the country from Rochester and Atlanta to Los Angeles."

Objects to Breakdown Of Net Income Data

Mr. Caldwell also took issue with "social and economic factors," "a third phrase with an impressive tingle which has bobbed up at every turn since the October, 1936, hearing", and which he described as "a veritable Pandora's box of evils for the listening public in areas now inadequately served".

He also attacked "a constant implication" in the report that the revenue and income of clear channel stations should somehow be considered a factor militating against the proposed power increase. According to figures used by the Committee, the entire industry's net income for 1937 was $22,630,174, of which $4,543,890 proceeded from networks and $18,086,284 from the 624 stations of the country, he pointed out, adding that according to the same figures, the 33 stations with 50 kw. or more, including WLW, accounted for about half the net income of the 624 stations. From this the Committee infers that danger lurks in giving these stations more power, he commented.

"The trouble, as usual, is not with the figures but with the statisticians," Mr. Caldwell declared. "The fault lies in the fact that 23 broadcast stations, including 16 having power of 50 kw., are owned or otherwise controlled by the two network companies in question; that figures were arbitrarily calculated for these stations and were included in the totals for the 624 stations and not in the totals for the network companies. When the revenue figures for these 23 stations are included with those for the network companies, the industry picture for 1937 is radically different. Out of the industry's total net income, the network companies took $9,828,932, and the remaining 601 independently-owned stations took $12,801,242. The average net income of the unlimited-time 50-kw. stations drops from $290,537 to $225,234 and, for members of the Clear Channel Group, to $202,634. The average for the nine network key stations, however, including one half-time station and one station with power of only 7,500 watts, averaged $352,816."

Regionals Object to Superpower Proposals

Among other "fallacies" charged to the Committee's report by Mr. Caldwell was a tendency to accept the *status quo* as a reason for preventing change, a reasoning appearing "at many junctures, in the Committee's discussions of the present network system, of the present classification of stations and their relative positions, of the present standards of what constitutes service, and so on". Concluding, he declared: "The underlying premises of the report, if followed to their logical conclusions, will do more to create vested rights in individual broadcasters than was ever dreamed of by those who, in the early days, claimed priority in the use of wave-lengths in order to protect themselves against interference."

Paul D. P. Spearman, representing the National Association of

Regional Broadcasting Stations, opposed the Clear Channel Group's plea for superpower and urged duplication of clear channels if not in conflict with Havana Treaty provisions. Emphasizing that NARBS did not question the technical feasibility of 500 kw. operation, he said that from a social viewpoint there should be duplication on clear channels and declared "our only quarrel is in preservation of regional and local outlets".

"My hat's off to the networks," he commented in observing that broadcasting during the last decade would have been "a mess" without them. If the network audience of regional stations were taken from them, as might result if their comparative attraction to advertisers and listeners were influenced by superpower operations of clear channel stations, the regionals probably would be driven out of business, he declared.

Answering Comdr. Craven's query as to whether the regionals would oppose superpower operation if no economic harm to them were indicated, Mr. Spearman said he didn't know if they would be in a position to oppose the idea, but he did know that "no great amount of new business lies just around the corner" and more than likely the present business would be further divided.

Independent Group Opposes Clear Channels

Citing testimony of Andrew D. Ring, FCC assistant chief engineer, whom he described as "one of the most sincere and capable advocates of high power", at the June 6 hearings last year, Mr. Spearman said the testimony definitely stated a regional station on the Pacific Coast could duplicate the channel of a 500 kw. station on the East Coast, whether in New York or Boston, without interference. The fact that high-power stations are operated in Europe is no argument for such powers here, he said in refuting Mr. Caldwell's statement calling attention to superpower operations on the continent—"in fact, it is an argument against such operation in this country", he added, declaring "if and when we get a Hitler, or a Mussolini or a Stalin, we won't have much objection to superpowered stations".

Representing National Independent Broadcasters, George O. Sutton also held that superpower operations would prevent maximum use of channels. "There should be no arbitrary allocation of a frequency to insure use solely to one station," he declared.

Commenting on the proposed "public inspection of program records" rule, Mr. Sutton said it was "one step farther in imposing an undue burden on licensees", and agreed with the position of the NAB that the FCC should protect the public interest in these records rather than placing them on public display.

Inspection of Records Opposed by CBS Counsel

Paul A. Porter, CBS Washington counsel, expressed CBS' general favor with the Committee's proposals but outlined a few exceptions, among them the ban against commercial use of facilities operating on a special experimental authorization [Rule 31.12 (b)]; extension of the license period to only one year instead of the full statutory term of three years (Rule 31.14), and objection to the "public inspection" provision in Rule 36.04.

In regard to the last he declared, "Representatives of competitive media, such as newspapers or other radio stations, would be in a position to inspect their competitors' records, not for the purpose of ascertaining whether the regulation and the Act had been complied with, but solely to obtain competitive information. To open for public inspection records of a broadcast station on political broadcasts would seem to be an attempt to police broadcast licensees by exposing such records to the scrutiny of individuals whose motives may be partisan, competitive or just plain curious."

LOCOMOTIVE-PACHYDERM motif is only a frothy setting for the New York World's Fair coverage furnished by WLW, Cincinnati, and WHOM, Jersey City. At left Joseph Ries, WLW educational director, interviews an actress and engineer during his visit to the "Railroads on Parade" pageant, one of the Fair features covered for his *This is the Fair* series, sponsored five times weekly on WLW by Deisel-Wemmer-Gilbert Corp., Detroit, for San Felice cigars, and fed to the station by direct wire. At right Ray Green, World's Fair reporter of WHOM, hoists himself and pack set to the howdah of a visiting elephant to broadcast a chat with Grace May, skating star in the Sun Valley show.

Four Exceptions Noted By Counsel for NBC

For NBC, Philip J. Hennessey Jr., lauded the Committee's work but briefly noted four exceptions, all of which had been previously discussed, registering NBC's objection to limiting Class I stations' power to 50 kw., prohibiting commercial transmissions under special experimental authorizations, extending the license period to only one year rather than the statutory three, and the "public inspection" provision.

WOR Seeks Classification As Senior Class I

Making an impassioned plea for the classification of WOR, Newark, as a Class I station of the upper bracket rather than a Class I duplicated station, as recommended by the Committee in accordance with the Havana Treaty allocations, Frank D. Scott recommended that the United States take at least 28 clear channels rather than the 25 included in the proposed set-up. He contended that although 32 channels are potentially available to the United States, if the FCC now takes only 25, the remaining seven will be lost forever, and that "a reservation of less than 28 of such channels is an indefensible dissipation of the valuable rights of our citizens . . . and a gross disservice to this country".

The Treaty gives concessions to this country's neighbors which they neither ask nor need, he declared, and which should be preserved as future concessions in effecting subsequent treaties when the needs and demands of these countries become more acute, if the world leadership of U. S. broadcasting is to be maintained.

Mr. Scott pointed out that of the four fulltime clear channel stations in New York—WEAF, on 660 kc., and WJZ, on 760 kc., both owned by NBC; WABC, on 860 kc., owned by CBS, and WOR, on 710 kc., owned by Bamberger Broadcasting Service—only WOR is to be placed in the junior Class I classification. Going into technical and engineering facts about the stations, he alluded to adjacent channel interference.

If the proposed classification is maintained, WEAF, WJZ and WABC "will in the future be able to preserve their present service areas", but WOR, "the only fulltime station assigned to the State of New Jersey, will be subjected to the possible and probable loss of 70% of the area it now serves", Mr. Scott declared. He said the only logical reason he could conceive for WOR's relegation to "I-B" status was "an unfortunate and undeserved retaliation on WOR for having consented to an experimentation", the experimental use of the 710 kc. channel, starting about four years ago, by KIRO, Seattle, to determine whether its service in the Seattle territory would interfere with the normal service of WOR. Reminding the Commission that WOR had withdrawn its permission for such experimentatal use of the 710 kc. frequency before the subcommittee started its hearings in the allocation proceeding, Mr. Scott said that if this experimental permission were the basis for WOR's proposed status, "it may be an excuse but it is not a reason—because reason is a reasonable deduction".

He said that although he refused to believe it was an intentional discrimination against WOR in favor of its three competitors, "in effect, it is a definite discrimination".

"WOR—shot accidentally—will be just as seriously wounded as though it was shot intentionally", he declared, adding that "if the two major chains had made the selection of the I-A stations, I doubt they could have been as immodest". The FCC should not deliberately punish WOR for a condition which it itself permitted originally, and is now allowing over WOR's objections, he continued. Giving WOR a I-B classification, at the same time recognizing its notable achievements, "is like patting me on the back with one hand and hitting me on the head with a hammer with the other", he commented.

WHKC Urges Duplication On 640 kc. Channel

Mr. Loucks made a second appearance, for WHKC, Columbus, O., in which he urged that the 640 kc. channel be opened for fulltime use to both the 50 kw. KFI, Los Angeles, and WKBN, Youngstown, O., and that WHKC, now on 640 kc., move to the 570 kc. channel where it would share time with WOSU in Columbus and thus give that city another fulltime facility. Basing his argument on the differing needs of Los Angeles and Youngstown, he urged duplication on the 640 kc. channel as the best way of giving a fulltime facility to Youngstown, which, with a population of 170,000, is the largest city in the country not having a fulltime service of any kind.

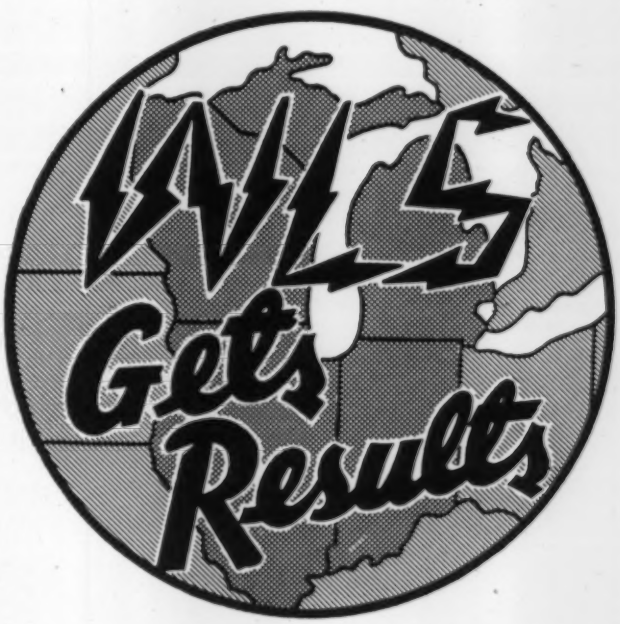
Clear Status Asked By WQXR for 1550 kc.

Arthur Scharfeld followed Mr. Loucks, appearing for WQXR, New York, to urge that the 1550 kc. channel be opened to Class I and II stations rather than classifying it, as proposed, as a regional channel for Class II stations. Stating that WQXR has been able to develop a useful skywave service because it has operated on a duplicated clear channel, he pointed out that the skywave signal at higher frequencies on the broadcast band has been found to be more satisfactory for service to rural areas than that at the lower end of the band where stations supposedly rendering rural service are now assigned. The FCC can authorize the development of skywave service for rural areas, in the light of this newly-discovered allocation factor, by designating 1550 kc. as a Class I channel, he declared.

Junior Allocation for WCAU Is Opposed

Ben S. Fisher, representing WCBD and WMBI, Chicago, and WCAU, Philadelphia, concluded the proceedings. He urged that WCBD and WMBI be allowed to continue their duplicate operation as "I-B" stations on the 1080 kc. channel with WBT, Charlotte, and that WBBM, Chicago, and KFAB, Lincoln, remain synchronized on 770 kc., rather than shift KFAB to duplication on 1080 kc. with WBT and thus leave WBBM on the unduplicated 770 kc. channel.

For WCAU he opposed that station's proposed classification in the "I-B" category, urging that at least 26 clear channels be reserved for use in this country, and noting that if WOR had a good claim to "I-A" status, WCAU had even better, since none of the questioned points raised against WOR's objections, such as its experimental authorization to KIRO or its use of a directional antenna, could be directed at the Philadelphia station. He also pointed out that its location in the third largest city in the country, along with its $1,600,000 in assets, making it one of the richest independent stations in the country, were factors that must be considered in speaking of superpower.



More than 69,000 boxtops were received by a manufacturer of a children's confection from his first month's advertising on WLS --- and from a program broadcast at 8:30 *A. M.* Chicago Time (six days a week). This response --- not unusual to WLS---was for a new advertiser --- with a tested WLS program. *WLS Gets Results!*

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(*Chicago*)** Glenn Snyder, *Manager*

NAB and ASCAP Prepared To Start Contract Dickering

Industry Copyright Committee Holds Preliminary Meeting on Proposals for New Royalty Pact

CONFERENCES between representative committees of the NAB and ASCAP will begin June 15—20 months before expiration of current station and network contracts—for performance of ASCAP's repertoire by radio. Following a two-day session June 5-6 in New York of members of the NAB Copyright Committee, presided over by President Neville Miller, and a session of the Copyright Negotiating Committee itself on a third day, it was agreed to begin conversations with the society on the contract renewal issue. A report on the negotiations will be made by President Miller, as chairman of the Copyright Committee, to the forthcoming NAB Convention in Atlantic City July 10-13.

Nearly a score of committee members and network officials and attorneys attended the conferences at the Ritz Tower. On the following day the Copyright Negotiating Committee, comprising Messrs. Miller, Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; John Elmer, president of WCBM, Baltimore, and Samuel R. Rosenbaum, president of WFIL, Philadelphia, met to discuss plans in connection with the ASCAP meeting June 15. It was stated that real progress had been made toward formulating the position of the broadcasting industry in the negotiation of a new ASCAP contract.

Four Plans Pondered

While the discussions were of a preliminary nature, the committee took into account the fact that past membership meetings of the NAB have voted in favor of a "per use" basis of payment in lieu of the present blanket royalty provision. Industry sentiment appears generally to favor a per program basis of payment, under which stations would pay only on those programs using ASCAP music.

There was no effort at the session to reach a determination of the issue. It is entirely possible that at the convention, the committee will simply recommend what it deems the most satisfactory plan, leaving final decision up to the membership.

There was unanimous agreement at the general committee session that the industry must present a united front in dealing with ASCAP, with major networks, affiliated stations and independent broadcasters working together through a committee.

The committee was advised, it is understood, that newspaper stations, which hold a type of "per program contract" under which they pay only on programs using ASCAP music, have saved substantial sums as compared to independent stations in the same category. It was estimated that in the case of some 50 stations, this saving during a single year amounts to approximately $400,000.

In addition to the basic three proposals under consideration—per piece, under which the composer would place a price on each particular performance of his compositions; per program, and the present blanket license—was a fourth suggestion. This was that since ASCAP is a pool, the broadcasting industry should pool a stipulated sum to be paid ASCAP and apportion it among stations and networks on a mutually satisfactory basis. This suggestion, understood to have been advanced by Mr. Rosenbaum, was discussed along with the other proposals.

In addition to the five Negotiating Committee members, those who attended the sessions included E. B. Craney, KGIR, Butte, Mont.; Gregory Gentling, KROC, Rochester, Minn.; Edwin W. Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee; John Shepard 3d, Yankee Network; Clair R. McCollough, WGAL, Lancaster; Mark Woods, NBC vice-president; Joseph Ream, CBS general attorney; Theodore C. Streibert, MBS vice-president; I. R. Lounsberry, WGR-WKBW; Harold Wheelahan, WSMB, New Orleans; Edwin M. Spence, Andrew W. Bennett and Paul F. Peter, of the NAB Washington staff.

AFM Considering Rules On Nets Band Booking

DESIRABILITY of an alteration in the rules of the American Federation of Musicians to permit networks to reenter the band booking business was expected to be discussed at the union's 44th annual convention, which assembled in Kansas City June 12. In his printed report to the delegates, President Joseph N. Weber devotes several pages to a discussion of the problem of securing network broadcasts for orchestras, pointing out that whatever rules the union may adopt the broadcasters will retain control of what goes out over their facilities and that the limitations of time are such that "not even one-tenth of all the orchestras can ever hope to be heard over radio networks."

Changes in the AFM rulings on phonograph records were also suggested by Mr. Weber, who proposed that the "unfair competition" between rehearsed and unrehearsed orchestras be eliminated by a union ruling limiting the number of records to be made in any recording session. He further asked the convention to adopt a law prohibiting AFM members from recording phonograph records containing commercial copy.

WHEELING STEEL Corp.'s *Musical Steelmakers*, institutionally sponsored program heard Sundays on MBS as staged in a local theater in Wheeling W. Va., will take its entire troupe of performers, all employes of the company, with their families, to the New York World's Fair to participate in West Virginia Day ceremonies June 24. The June 25 program will be carried from the exposition grounds.

PONDERING a new recipe in her scrapbook is Mary McConnell, entry of KOB, Albuquerque, N. M., in the "most beautiful home economist" competition. From her expression of rapt inspiration, it can be gathered she's cooking up some culinary surprise for hubby's dinner—sorry, boys, she's married!—or she might just be practicing for a role in some Albuquerque Community Theatre production, with which organization she is active when not tied down by domestic or radio duties.

New Royalty Bill Offered in House

ANOTHER bill, designed to give to recording artists a performing right in phonograph records and transcriptions to enable them to collect royalties, was introduced in the House June 6 by Rep. McGranery (D-Pa.). Similar in many respects to the measure (HR-5791) introduced by Rep. Schulte (D-Ind.) earlier in the session, the new measure is understood to have the sponsorship of the National Assn. of Performing Artists, created several years ago as a means of preventing purported unauthorized use of phonograph records by broadcast stations. The McGranery Bill (HR-6695) is identical with the Schulte measure except for a provision which would exempt private, personal, civic or political recordings of a public nature.

The specific purpose of the bill is to prohibit and penalize the recording or other mechanical reproduction of music or other program material without consent in writing of the performers. It prescribes that consent must be obtained before the program can be recorded or mechanically reproduced for profit or gain. This includes each member of an orchestra and each participant in a program, including announcers. Penalties for violation would be a fine of not more than $10,000 or imprisonment for not more than two years, or both. The bill outlines the types of recording which would be unlawful.

At the annual meeting of the National Association of Performing Artists in New York May 16, President Fred Waring stated that the association had been approached by the NAB "looking toward an equitable basic agreement applicable to all radio stations." He added that these negotiations "are in progress and although such an arrangement does not appear advisable, an understanding is possible and may well be concluded."

Nets Get Threat For ASCAP 'Aid'

Washington State Threatens Criminal Prosecution

WASHINGTON State, which has served as a proving ground for a number of forays against copyright groups, has bobbed up again with a threat of prosecution against the major networks for allegedly giving "aid and comfort" to ASCAP.

In a strongly worded letter to NBC, CBS and MBS, B. Gray Warner, prosecuting attorney in Seattle, advised the networks that the Washington State law enacted in 1937, designed to curb ASCAP activity, renders them "amendable to the penal provisions in our State law". Mr. Warner made specific reference to information he said he had received that network contracts with affiliated stations require that each shall carry an ASCAP license. He added his investigation was designed to determine why the networks require stations to carry independent ASCAP licenses, particularly in the light of the past Supreme Court decisions.

While no formal comment was forthcoming from the networks, it was stated unofficially that their contracts do not contain the provisions quoted by Mr. Warner.

Declaring that the Washington State law is aimed at "combinations which use the copyright laws as instrumentalities of extortion and oppression within the State," Mr. Warner said that, while a suit is still before the courts involving the validity of the law, it nevertheless is still upon the statute books and it is "my duty to enforce it".

Mr. Warner added that many managers of network stations had advised him that, if the networks cleared their own programs and removed from their affiliate contracts the provision requiring them to carry an ASCAP license, "they would not need to submit to extortionate demands of this Society for their emanations."

ASCAP, he concluded, has "refused and neglected to this date to comply with the provisions" of the Washington State law, "particularly having failed to furnish lists of the copyrights it claims to control and other material provisions." He added he was sending a copy of the same letter to ASCAP and that it was his intention to ascertain all the facts "before taking more positive action".

Purity to Use 50

PURITY BAKERIES Corp., Chicago (Taystee bread), has cut a series of 100-word one-minute transcribed announcements at Aerogram Corp., Hollywood studios for placement thru Campbell-Mithun, Minneapolis, on 50 stations in a national campaign, starting date of which was not announced. Agency placed the technical work with Midwest Recording Co., Minneapolis, which in turn transferred it to Aerogram Corp., to utilize services of four Hollywood announcers, Don Wilson, Ken Carpenter, Harlow Wilcox and Ken Niles. Louis M. Kurepp, radio director of the agency, was on the Coast during early June to supervise the recording.

The Merchant Chooses

Presented By
KING-TRENDLE BROADCASTING CORPORATION
STATION WXYZ
MICHIGAN RADIO NETWORK

MR. TIME BUYER:-

Send for this Valuable Guide to Profitable Radio Advertising!

Detroit and Michigan Markets

Writing Called Key to Better Programs

Authors Given Insight Into Technique of Radio Scripts

By BRUCE ROBERTSON

"WHEN better broadcasts are built, better writers will build them," Max Wylie, director of script and continuity for CBS, told the writers attending the radio session of the American Writers' Congress, held at the New School for Social Research, New York, June 3. Urging his audience not to "shrug radio aside" nor to regard broadcasters as a "bunch of intellectual castaways", he pointed out that radio can "bring your finished result to an audience far greater than any you have ever had before."

Permanency Next

"This concept," he continued, "should be of some interest to the man or woman who writes because he believes he has something to say. Now he has a vast audience to whom to say it . . . an audience that is perpetually assembled . . . that is willing to enjoy his joke . . . to join in his bitterness . . . to share his good nature . . . to go along with him in his enthusiasms, his angers and miseries . . . to participate in the experiences of the characters he brings us . . . to appraise and digest the flavors that make him the precise sort of writer he is. This then is one of the gratifications which broadcasting can bring to the writer: The findings of his own life and the beliefs of his mind have instantaneously affected a multitude of people. The impact of his thought and feeling have been delivered everywhere at once."

Answering the criticism of writers who have shunned radio because "a radio program which may have taken its writer two weeks or two months to prepare is over and forgotten in 30 minutes," Mr. Wylie said that already the better broadcasts are being perpetuated through reprints in books and magazines and through recordings. He predicted that this "will become an important and regular concomitant to all broadcasting enterprise within the next three years and that it will continue as a regular accessory of radio as long as radio endures."

Evan Roberts, director of the Federal Theatre Radio Division, reported that this organization had had many requests for whole sets of recordings of its *Men Against Death* series on CBS and its *Epic of America* on MBS, chiefly from educational boards and institutions, which he classed as the foremost market for such recordings today.

However, he added, "I should say that all those people who buy recordings of symphonic music—pretty nearly the very ones who make up the book-buying public—would like also to have recordings of works by their favorite authors to play again and again, just as they play their records of symphonies."

He also stated that the American Booksellers Guild had offered to carry records of outstanding broadcasts in book stores throughout the country, in addition to the printed editions of such programs as Archibald MacLeish's *Fall of the City* and *Air Raid*, or Norman Corwin's *They Fly Through the Air*, which the bookstores are already selling.

An anthology of 14 *Columbia Workshop* plays to be published by Whittlesey House in July, coinciding with the *Workshop Festival* on CBS, a summer series of eight repeat and five new Workshop dramas, was announced by Mr. Wylie, who added that another radio anthology, "Best Broadcasts of 1938-39," will be published in the fall, to take its place with the annual "Best Plays" of Burns Mantle and the O'Brien collections of best short stories.

PROBLEMS of writers got a going over June 3 at the radio session of the American Writers' Congress, held in New York. At the table (l to r) are Max Wiley of CBS, Arch Oboler of NBC, Philip Cohen of U. S. Office of Education, H. V. Kaltenborn of CBS, John Brown of AFRA and TAC; Evan Roberts of Federal Theatre Radio Division; Lewis Titterton of NBC and Jerry Danzig of WOR talking it over.

Never Any Censorship

Censorship, another bugaboo that keeps writers away from radio, was scouted by Arch Oboler, leading radio writer, who said that he had never been aware of any radio censorship. "In my plays," he declared, "I have discussed the most controversial subjects without raising the slightest objections from listeners or officials. On the air, it is not what you say, it's how you say it that matters. If radio writing has not all been at a commendable level the fault lies with the writer, not with the medium. Broadcasting, particularly on a sustaining dramatic series, can speak as maturely as the playwright's own intellectual maturity permits."

The difference between sustaining and commercial radio drama, Mr. Oboler said during a round-table discussion of radio writing, is that "the commercial program, which must sell merchandise to the great mass of people, must give dramas appealing to those masses." Lewis Titterton, manager of NBC's script division, explained that appreciation of drama on the air has lagged behind that of music because "music can be appreciated purely emotionally, while only the simplest form of story-telling can be." This, he continued, "accounts for the singular success of the five-a-week 15-minute commercially sponsored programs. As soon as intellectual concepts become at all involved in connection with the development of such stories, the audience has to be given time to appreciate them or it is apt to lose interest."

In Defense of Serials

In defense of these serials, which he said have been "maligned by writers and by some of the listeners as well," Jerry Danzig, commercial program manager of WOR, expressed the belief that "these dramatizations fulfill a function in the entertainment and stimulation of the average woman listener in that they are for her an emotional release from what may well be a day-to-day humdrum existence.

"Their very success," he continued, "has, however, been one of their handicaps in terms of improved creative standards. They've become formularized and so successfully in terms of listening result that emphasis has gone into the formula and plot to the exclusion at time of actual writing skill. I've seen signs, however, that certain sponsors and agencies are beginning to realize that a fresh approach in terms of writing of serials will lift their programs above the general run."

An actor's view on radio writing was contributed by John Brown, member of the AFRA board, who said that since an actor is no better than his material "we actors literally plead for the chance to read lines that mean something and say something." Stating that "the radio audience is ready to accept the best you have to offer them," he continued that "it's obvious that the daytime serials are the most listened to kind of radio writing and we know that the quality of the writing of these is not of the finest calibre. Ergo, it is argued, that's what people want; that's what'll make them buy the products that keep radio alive. But I think the most developed accent in radio is the writing of commercial copy, and that's what sells the merchandise. It will continue to do that even when the dramatic script becomes better."

Philip Cohen, production director of the Office of Education Radio Project, which has cooperated with the networks in presenting some 11 series, planning and writing the programs for which NBC and CBS supplied actors, musicians, technicians, etc., said that the purpose "has been to demonstrate new techniques in radio education," citing *Americans All—Immigrants All, Let Freedom Ring, Brave New World* and *The World Is Yours* as examples of the progress made. "Only through the closely coordinated efforts of the experts in education and the experts in broadcasting techniques can real education over the air be accomplished," he concluded.

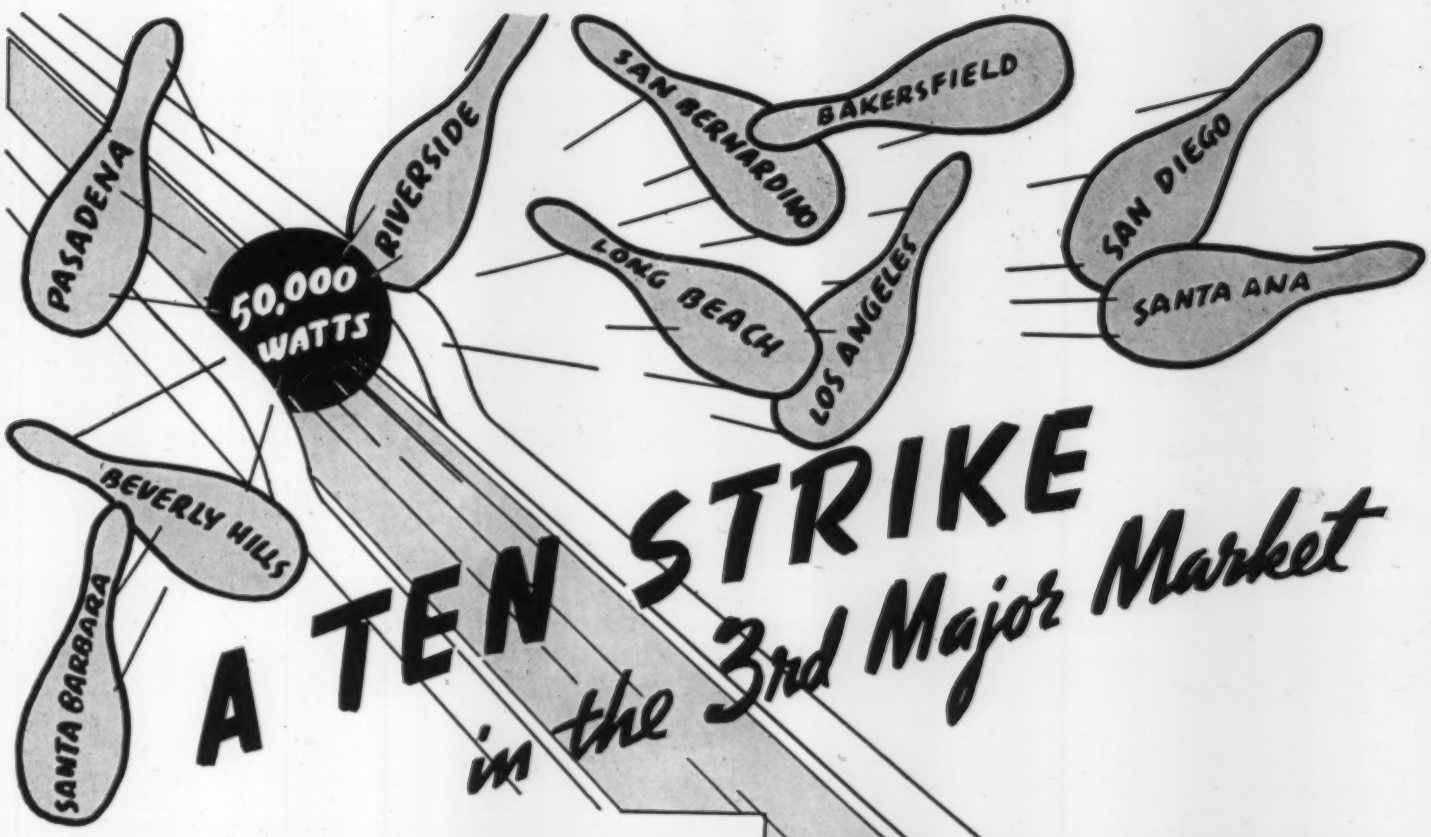
Some Samples Heard

Following the round-table, which was conducted by H. V. Kaltenborn, noted news analyst, and broadcast over CBS, excerpts from a number of recordings of outstanding dramatic broadcasts were played, with introductions by their authors, who explained the techniques used in projecting their ideas. Included were Norman Corwin's *They Fly Through the Air*, a verse drama vividly depicting the flight and fall of a bombing plane; Alfred Kreymbourgs' *The Apes*, a fable in verse that viciously satirized last fall's Munich conference; several of Arch Oboler's dramas illustrating his use of the stream-of-consciousness technique; Robert Shayon's *Pinocchio*, one of a series of fairy tales in which radio's array of sound effects were used to create audibly all sorts of imaginary beings; Philip Cohen's *War Made in America*, designed to bring the part of America in the Japanese War home to the American listener, and William N. Robson's *No Help Wanted*, which applies the technique of documentary radio to the problem of unemployment.

In introducing his program, Mr. Robson, CBS director who has produced many of the *Columbia Workshop* series, called radio "the most potent propaganda force in the modern world" which must "frankly and honestly be considered and used as such, with the serious realization of the tremendous responsibility such stewardship imposes upon the radio writer and director. Radio sells soap and automobiles by propaganda known as commercial announcements. Radio now is beginning to sell democracy and justice and honesty and tolerance. The step is inevitable—a consummation devoutly to be wished—and long overdue."

The radio session, which was conducted by Ivan Black, director of information of the FTRD, was part of the Third American Writers Congress, which among other activities voted *Air Raid* the best radio drama of the past year and adopted a resolution favoring the awarding of an annual prize for the best radio writing. The addresses of Thomas Mann, noted German author now living in America, and Eduard Benes, former president of Czechoslovakia, during the evening session of June 2, were broadcast in New York by WQXR and were shortwaved to Europe by W1XAL, Boston, first time the voice of Benes had been heard by his people since his resignation last fall after the Munich settlement.

XUM



A TEN STRIKE in the 3rd Major Market

The astute advertiser will find in the nine Southern California Counties a "ten strike" in advertising results during the Summer months, for 1,000,000 SUMMER VISITORS will enter Southern California during late June, July, August and September. These visitors will spend $96,196,329* while in the State of KFI.

They will enjoy our hospitality, revel in the thrills of the playground of the nation, spend liberally for their current needs and the impulse buying of the away-from-home purchaser and of course listen to their favorite NBC programs over KFI.

This vast purchasing power plus the normal income of 3,837,400 people who constitute the Billion Dollar State of KFI is delivered to you by the far-flung power of KFI and the unchallenged popularity of KFI-NBC features.

*Estimate of All Year Club of Southern California.

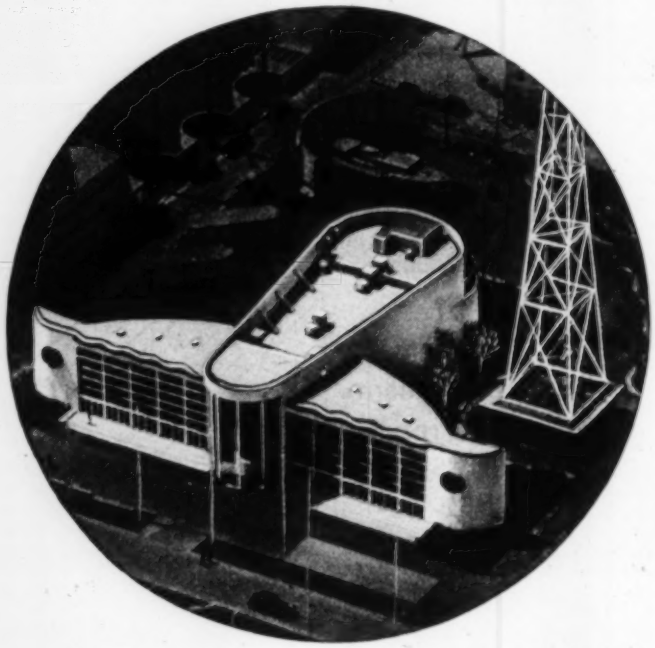
Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

EDWARD PETRY & CO. • National Sales Representative

In New York Rises Radio City–

RCA

See Radio's World of Tomorrow at New York World's Fair



Great crowds of visitors are enjoying the exhibits at the RCA Building at the New York World's Fair. And, across the country, many thousands are being thrilled by similar exhibits at the San Francisco Exposition. Chief attraction is the demonstration of television which offers many visitors their first opportunity to see how television pictures appear on the screen of a television receiving instrument.

But these exhibits show you many other things. You can see a complete representation of everything RCA does in carrying out its world-wide services for the benefit of the public.

RCA **Radio Corporation**

RCA Manufacturing Company, Inc. RCA Institutes, Inc. National Broadcasting Company

– Lofty Symbol of World-wide Service!

The home of Radio Corporation of America – the headquarters of the only organization engaged in every phase of radio

SET IN THE HEART OF NEW YORK is a city within a city. As you know, it is Radio City. Its "city hall" is the seventy-two story RCA Building. From here are directed all of the manifold services of RCA. Basis of all is RCA Laboratories. In them vital research is carried on in radio and television. Great universities are usually thought of as the homes of research. The fact is that in RCA Laboratories there is now a group of research men who probably exceed in number and can certainly match in ability, those engaged in any one phase of research, in any university in the world.

The Radio Corporation of America serves the listening public through the Red and Blue Networks of the National Broadcasting Company. In the home, RCA Victor Radios, RCA Victrolas, and Victor and Bluebird Records afford the finest in radio and records. Now RCA Victor Television Receivers are bringing the thrills of television to families in the New York Metropolitan Area. And, added to these services for the home are those rendered in manufacturing a complete variety of radio equipment, sound equipment, and motion picture equipment such as RCA Photophone, the Magic Voice of the Screen.

Through R.C.A. Communications, world-wide communication service is provided to and from 43 foreign countries. There is also service among leading cities in the United States.

Radiomarine, another of the RCA family, offers communication service to ships at sea. It also builds radio devices for safeguarding lives and property on ships.

When you are in New York, you are cordially invited to visit Radio City. You are also invited to visit the RCA Building at the New York World's Fair, where you can see a demonstration of all the activities of the Radio Corporation of America and get a clearer idea of what they mean in your industry.

Trademarks "RCA Victor," "Victrola" and "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

n of America RADIO CITY, N. Y.

any RCA Laboratories Radiomarine Corporation of America R. C. A. Communications, Inc.

XUM

Station Ownership Changes Receive Approval of FCC

Hearings Not Required Where Conflict Is Not Involved

PURSUING its new policy of granting transfers of ownership without hearings when no conflicts are involved, the FCC in recent decision days authorized purchases or transfers of seven stations, including two in Hawaii which come under a new corporation but with the same stockholders. Most of the transfers were of a routine character with slight shifts of control, although outright sales were involved in a few.

WBNO, heretofore licensed to the Coliseum Place Baptist Church, New Orleans, but operated as a commercial station, was transferred June 6 to WBNO Inc., headed by James A. Noe, prominent oil man and former Governor of Louisiana, who owns 99% of the stock.

KSAL, Salina, Kan., licensed to R. J. Laubengayer, publisher of the *Salina Journal*, in a June 6 decision was transferred to KSAL Inc., in which Mr. Laubengayer owns all but qualifying shares of stock. Mr. Laubengayer recently sold control of his newspaper but remains as its publisher.

Drop Japanese Director

The routine matter of eliminating a holding corporation was disposed of by the FCC May 31 when it granted authority to transfer control of KGMB, Honolulu, and KHBC, Hilo, to the Consolidated Amusement Co. Ltd. Stockholders remain the same. At the same time it issued license renewals to both stations, the licensee company having agreed to drop a Japanese from its board of directors for which it had previously been cited.

The Commission on May 31 also authorized transfer of control of WGRC, New Albany, Ind., from Charles Lee Harris to Charles Lee Harris and Steve A. Cisler Jr. Mr. Cisler bought into the station about a year ago. Recently he resigned from the managership of KTHS to take over the operation of WGRC.

KCRJ, Jerome, Ariz., a local outlet, was transferred to Central Arizona Broadcasting Co. from Charles C. Robinson in another May 31 decision. Stockholders in the new licensee company are Mrs. Della Tovrea Stuart, 60%, Mr. Robinson 20% and Irvin W. Hubbard 20%. The two last-named now run the station. Mrs. Stuart has extensive holdings in Arizona, including the Tovrea Packing Co. of Phoenix. She is the wife of W. P. Stuart, collector of internal revenue at Phoenix and publisher of the *Prescott* (Ariz.) *Courier*, also an applicant for a new station in Prescott.

Transfer of KGIW, Alamosa, Col., from Leonard E. Wilson to E. P. Allen, former Kansas City bank examiner, was approved May 31. Mr. Wilson, chief owner of KIDW, Lamar, and KOKO, La Junta, both in Colorado, previously had sold the station to the *Alamosa Daily Courier* but this deal was dropped in favor of Mr. Allen.

May Net Billings Reach New High Mark And Approach All-Time High of March

WITH a combined total of $7,000,195, gross billings of the nationwide networks in May set a new record for the month and came close to reaching the all-time high of $7,403,512 established in March. Reversing the usual downward trend for this time of year, May billings were 4.8% ahead of those for April, and 15.7% better than the $6,050,684 for May, 1938. For the first five months of 1939 gross billings totaled $34,671,220, a gain of 6.9% from the $32,423,932 reported for the same period of 1938.

CBS in May had the best month in its history with a gross of $3,063,329 that passed by nearly $30,000 its previous peak of $3,034,317 in March, 1938. Cumulative CBS billings for the year to date are $14,058,638, up 4.4% from the $13,461,060 for the same period of last year. Mutual, whose $234,764 for May was 20.9% over May, 1938, 13th consecutive month in which MBS billings were better than those for the same month of the previous year, shows the largest percentage gain of any network for the year. So far in 1939 MBS has billed $1,396,049, 22.5% more than for the first five months of 1938 when the MBS gross billings totaled $1,139,767.

NBC's total of $3,702,102 for the month was 8.4% ahead of last May, 18th consecutive month NBC billings have topped those of the same month of the preceding year. Red network billings for the month were $2,886,517; Blue billings were $815,585. Cumulative billings for the first five months of 1939 for NBC were $19,216,533, 7.8% ahead of the $17,823,105 billed in the same period of 1938. Cumulative billings by individual NBC networks were: Red, $14,609,490; Blue, $4,607,043.

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201

Johnson Remains Head As KTSA Changes Hands

WITH the transfer on June 1 of KTSA, San Antonio, from Hearst Radio to the Sunshine Broadcasting Co., of which O. L. (Ted) Taylor is president, it was announced that George W. Johnson would continue as the station's manager and that no other personnel changes will be made. Mr. Johnson from 1933 to 1936 was treasurer of the old Southwest Broadcasting System, affiliating with KTSA as a salesman when it was purchased by Hearst in 1936. He was named manager Jan. 1, 1938, when Harold Burke was transferred to WBAL, Baltimore, as manager.

Mr. Johnson

Following the transfer of KTSA, it was disclosed that 26% of the stock has been distributed to others than the Gene Howe-O. L. Taylor-T. E. Snowden group which operates KGNC, Amarillo; KFYO, Lubbock, and KGRV, Weslaco. Mr. Howe, publisher of the *Amarillo Globe-News*, is 36% stockholder; Mr. Snowden, Atchison, Kan., lumberman, 28%; Mr. Taylor, director of the stations, 10%. The other stock holdings are E. J. Bribach, Atchison physician, 6⅔%; Harry Muchnic, Atchison locomotive manufacturer, 6⅔%; Elliott Roosevelt, president of Texas State Network, 5%; R. E. Underwood, Amarillo attorney, 5%. Holdings of 2% or less are listed for Cy Leland, Des Moines; Hallie C. Hawk Young, Amarillo; Cal Farley, Amarillo; Lawrence Hagy, Amarillo; Martin Janson, Atchison; Dwight Newby, Amarillo; Ray Holland, New York; Dorrance Roderick, El Paso; Mrs. Martin Farnham, New York.

Woodyard Is Named to Be Manager of WSMK

RETIREMENT of Stanley M. Krohn Jr., president and general manager of WSMK, Dayton, from the active direction of the station and appointment of Ronald B. Woodyard, formerly general manager of WALR, Zanesville, as general manager, was announced June 7 by the board of directors of the Dayton regional. Mr. Krohn will continue as president and retain his financial interest. However, he will devote his attention to speeding construction of the station's new 500-watt transmitter. Mr. Woodyard resigned April 15 as general manager of WALR.

Mr. Woodyard

Paul Braden, formerly of the Frigidaire Division of General Motors, was named chief engineer of WSMK. Arthur Martin, of WALR, has been appointed to the engineering department, and Henry Orbach, of KFEL, Denver, and James D. McIlyar, of Miami University, have been appointed to the sales department. Mary Elizabeth Amos, former secretary to Mr. Woodyard at WALR, also has joined the station.

Vicks Spot Plans

VICK CHEMICAL Co., Greensboro, N. C., is planning an extensive spot campaign for Vapo-Rub and Vapex to start early in September and to cover 68 cities in major markets. George Durham of Morse International, New York, agency handling the account, is now on tour through the country lining up the 90 to 120 stations.

KWFT, Wichita Falls, Joins CBS, Starts Soon; Buck Is Named Manager

PLANS for the new KWFT, Wichita Falls, Tex., authorized last year by the FCC to replace KGKO after that station had been moved to Fort Worth, are progressing and RCA equipment is being installed along with a 400-foot Lehigh radiator, according to Joseph B. Carrigan, attorney and president of Wichita Broadcasting Co. The station is expected to start operating on July 15, using 250 watts nights and 250 days on 620 kc.

According to Mr. Carrigan, Morden R. Buck has been elected vice-president of the company and will be the station's manager. He formerly was with WHEC, Rochester, and more recently has been engaged in radio activities on the West Coast. William P. Hood, formerly of KGKO, has been named commercial manager. William Thompson, formerly program director of KWYO, Sheridan, Wyo., reports July 1 as program director. John H. Adams, formerly plant engineer of KGKO, is chief engineer.

The transmitter site three miles west of the city comprises 55½ acres. Studios are being constructed in the Kemp Hotel in downtown Wichita, and will be completely outfitted by the end of June. According to Mr. Carrigan, the station will become an affiliate of CBS as soon as it starts operating. Paul H. Raymer Co. has been named national representative.

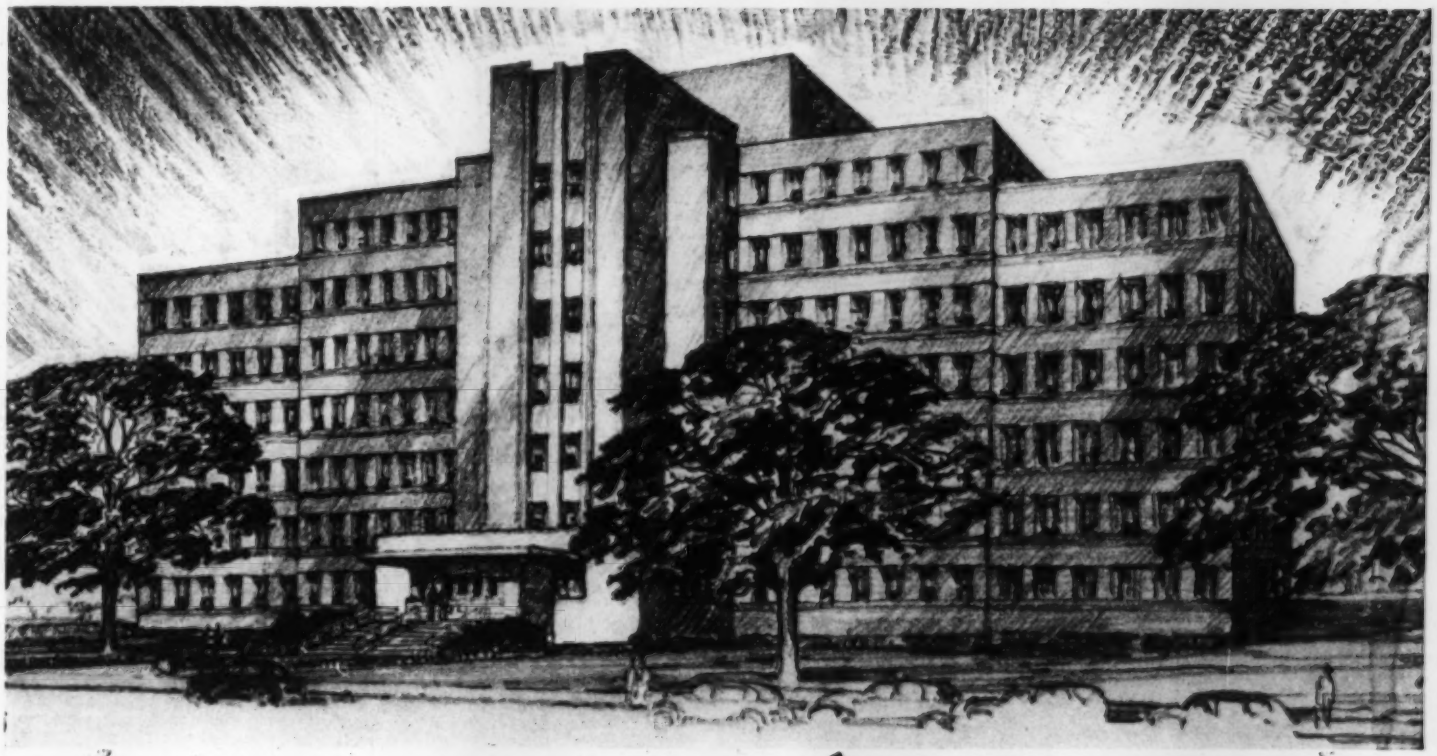
Church Station Sold

ANOTHER broadcasting station licensed to a religious institution passed into new hands June 6 when the FCC authorized a transfer of WBNO, New Orleans local, from the Coliseum Place Baptist Church to WBNO Inc., in which 99% of the stock is owned by James A. Noe, oil operator and former Governor of Louisiana. The station has long operated commercially, its transmitting plant already being owned by Mr. Noe. Its transfer leaves only 12 church-owned or controlled stations now operating in the broadcast band, not counting the few among the stations owned by sectarian educational institutions [BROADCASTING, *1939 Yearbook*].

New Ohio Outlet

UNLESS exceptions are filed within 20 days by opposing attorneys and they ask for oral arguments before the FCC, a new 250-watt daytime station on 1370 kc. will be authorized for construction in Mansfield, O., under proposed findings of fact and conclusions adopted June 6 by the Commission. The CP will be issued to Richland Inc., in which the officers and stockholders are George Satterlee, Mansfield merchant, president, 65 shares; C. A. Kessel, local auto dealer, vice-president, 54 shares; John F. Weimer, president and stockholder of WJW, Akron, 51 shares; Alfred Reeke, Cleveland auto dealer, director, 30 shares. It is proposed that Mr. Weimer will assume charge of the station.

KYOS, Merced, Cal., on June 10 joined the California segment of the Don Lee-Mutual network.



- - - another New Building in SHREVEPORT

Construction has already started on the above building for the United Gas Pipeline and Union Producing Company office building in Shreveport. It will be seven stories high, completely air-conditioned and modern in every respect. Upon its completion about January 1, 1940, more than 300 families will be moved from Houston to Shreveport.

In the meantime a half-million dollar apartment unit for 120 families is nearing completion. A new million dollar 17 story bank building will soon be started. Carpenters, bricklayers, electricians and other building tradesmen are working night and day in Shreveport. Business is booming.

Construction has already started on the new KWKH transmitter plant of 50,000 watts.

You can't afford to leave Shreveport and KWKH off your radio schedule. We're doing a mighty fine job for advertisers in this rich, able-to-buy market.

50,000 Watts SOON

SHREVEPORT **KWKH** LOUISIANA

A SHREVEPORT TIMES STATION • CBS • REPRESENTED BY THE BRANHAM CO.

WJR, WGAR Sign New CBS Pacts

Lengthy Negotiations End as NBC Offer Is Rejected

WJR, Detroit, and WGAR, Cleveland, continue as CBS affiliates for several years with the signing June 5 in Hollywood of new contracts by that network and G. A. (Dick) Richards, chief owner of the stations. The WJR renewal is for five years dating from September, 1940. That of WGAR becomes effective in the fall of 1943.

Included in the agreement is a stronger alliance for KMPC, Beverly Hills, Cal., also owned by Mr. Richards. The latter station will continue to carry network sustaining programs which cannot be released over the CBS owned and operated KNX in Hollywood because of local commercial commitments.

Leo Fitzpatrick, executive vice-president and general manager of WJR, who conducted the negotiations along with Mr. Richards, declared that contracts were signed on terms agreeable to both parties. No other details were divulged. Mefford Runyon, vice-president and director, and Herbert V. Akerberg, vice-president in charge of station relations, both of New York, negotiated the new contract for CBS and were in Southern California several weeks.

Niles Trammell, NBC New York executive vice-president, accompanied by John Norton, station relations executive, came to Hollywood during the deliberations to seek to negotiate a similar alliance. They failed, it was said, when NBC refused to present a proposal of greater concession than that offered by CBS. WJR, a 50,000-watt clear station, is currently aligned with CBS under a five-year contract expiring next year. Under agreement, notice of cancellation must be given by either party one year in advance of expiration. WJR at one time was an NBC affiliate but switched to CBS in 1935. This also enabled Mr. Richards to get a CBS affiliation for WGAR.

Although Mr. Richards had until fall to talk new contract for WJR with CBS, negotiations were carried out in advance so as to not interfere with his long rest in Honolulu which he is taking shortly on doctor's orders. He has been ill for some time. For that reason negotiations were carried on at his Beverly Hills home and at Palm Springs, Cal., where he also maintains a residence.

WBNX Gets Renewal

WBNX, New York, cited by the FCC last fall for renewal of license because of program renditions, was granted a regular renewal of license June 6 in line with the recently inaugurated policy of eliminating temporary license renewals involving programs. The Commission granted the station's petition for reconsideration and simultaneously cancelled a hearing which already had been scheduled involving its renewal. The programs allegedly involved in the temporary renewal dealt with a motion picture advertisement titled "Girls in Danger", another dealing with an allegedly improper song in Italian and a third alleging Fascist propaganda broadcasts.

A GEOGRAPHICAL quandary for CBS is depicted in this photograph, since three New York executives of the network met in Hollywood to discuss Detroit and Cleveland network affiliates. Renewal of the CBS affiliations of WJR, Detroit, and WGAR, Cleveland, following a competitive proposal from NBC for WJR, resulted from the sessions in early June. Left to right, in Vice-President D. W. Thornburgh's Columbia Square office, are W. B. Lewis, program vice-president; Mr. Thornburgh; Herb V. Akerberg, station relations vice-president; Mefford R. Runyon, senior vice-president, talking over the whole situation.

Hollywood Points to Its Sales Record, Belittling Talk of an Exodus Eastward

By DAVID GLICKMAN

DESPITE talk to the contrary, Hollywood's importance as an originating point for national network commercials will continue and next fall will bring another boom season to its doors. Present Hollywood radio season, drawing to a summer close, has completed the most spectacular selling job in advertising history, according to agency and network executives. They point out that even an unlikely concerted attempt by Hollywood film studios to block talent participation would not detour the cream of major radio entertainment elsewhere for origination. Advertisers want "name" attractions and therefore must come to Hollywood for them. Listeners, too, are still fascinated by the "magic name of Hollywood".

This consensus is based on assured and prospective business already in sight for the fall season. In a survey just completed, practically every sponsor using Hollywood — originating network programs has reserved the same time for the coming season. Several plan additional Hollywood-originated shows. Time relinquished by a few network sponsors is being reserved by new advertisers who plan Hollywood "name" shows. By all odds these major buyers of talent and network time, according to the consensus, will continue to find Hollywood's highly exploited entertainment resources their richest advertising asset. It has been pointed out that as long as Hollywood talent shows continue to sell the sponsor's product, there will be buyers for this kind of programs.

Talent Budgets Up

This swing to Hollywood, which during the last year rose in a spectacular curve, has substance. Major advertisers have been steadily increasing their radio budgets on the basis of results. Networks have enlarged in response to advertising demands. In direct relation, talent requirements have also risen. Observers state that only Hollywood has been able to keep pace with these demands—supplying "names" and talent proportionately important enough to warrant the basic expenditures. These basic requirements are still on the increase as advertisers seek broader and broader coverage to sell their products.

These are the observations of not only one or two, but of many executives involved in the manipulation of radio. They include the talent broker, advertising agency executive and those from networks as well. Their analysis goes back to the initial move to make Hollywood an important radio production center. They freely credit Hollywood with coercing major radio and the industry into its imposing current proportions.

No other talent center has anything approaching Hollywood in resources, which now have become dominantly essential to the success of network radio. The survival and growth of the biggest entertainment on the air speaks vitally for Hollywood's future in radio. Such now traditional radio landmarks as *Lux Radio Theatre, Chase & Sanborn Hour, Kraft Music Hall,* and the *Jack Benny Show* alone set Hollywood dominantly apart in the national radio scene, while the comings and goings of more than a dozen other major network shows further attest to its stability.

These same observers warn, however, against demanding too great a premium of Hollywood radio. Only so much radio time is economically sound for advertising investors, they caution. The growth of Hollywood radio has not only monopolized this but has moved into competition both with itself and New York in this premium structure, they point out. The give and take may affect Hollywood radio, but rarely adversely, they contend.

Di-Mon-Glo Testing

D. & C. CHEMICAL Co., Chicago, is testing a new half-hour variety show, *Polished Rhythm,* on WMC, Memphis with a view to possible expansion this fall, for Di-Mon-Glo furniture and auto wax. Produced and conducted by Bill Fielding, WMC production manager, the show is placed by Jesse L. Stewart Agency, Chicago.

AFRA Negotiates In Hollywood Area

Starts Drive to Bring in All Independent Stations

FOLLOWING the move started by its parent organization in New York, Los Angeles Chapter, American Federation of Radio Artists, has launched a campaign to bring all Southern California independent stations under contract, setting up new wage scales and working conditions. Station classifications of A, B, C, and D have been established on the basis of rate cards and other considerations.

Los Angeles Chapter is now negotiating a new sustaining contract calling for a minimum scale with KFWB, Hollywod. A sustaining pact has also been submitted to KFI-KECA, Los Angeles, which comes under the independent station classification although NBC Red and Blue network outlets. Agreement with KNX, Hollywood, owned and operated by CBS, is already in effect.

Scales and hours for singers, actors and announcers are sought by AFRA under local and regional broadcasts. Don Lee Broadcasting System, Los Angeles, and AFRA have a contract covering wage scales of all artists on sustaining programs originating from KHJ, that city and KFRC, San Francisco. Transcontinental scales and conditions put into effect with major networks several months ago by AFRA failed to provide for the Pacific Coast situation, which will now be covered.

Beginners Restricted

A concentrated drive to regulate Southern California radio schools and eliminate those of questionable character, will also be launched shortly by Los Angeles Chapter. I. B. Kornblum, executive secretary and associate attorney of Los Angeles Chapter has been authorized by AFRA national executive board to draft a regulation plan similar to that devised by Actors Equity for control of the Little Theatre. Move is designed to remove students and amateurs from competition with professional talent members of AFRA.

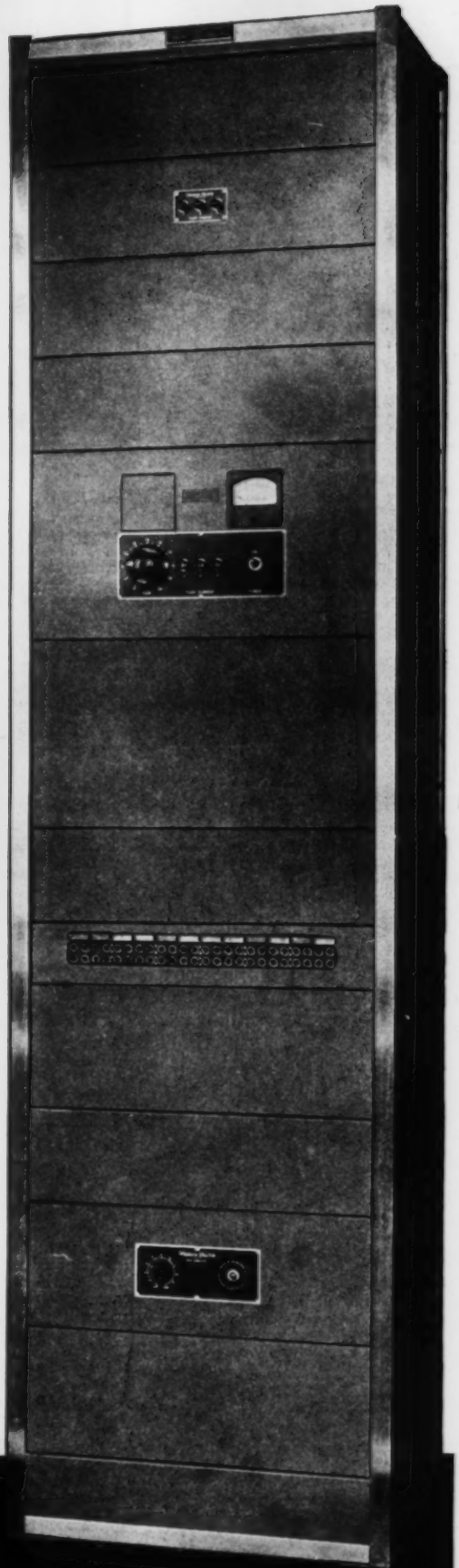
It is expected that legitimate radio schools will be licensed and certain provisions made for radio appearances of students on independent stations. Every encouragement will be given legitimate radio schools, but certain regulations of those licensed is planned as protection to both radio actors and the public, according to Mr. Kornblum.

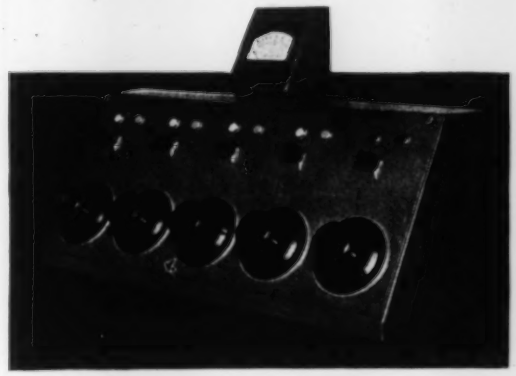
An agreement will also be worked out with various independent stations governing appearances of students and amateurs on radio programs. It will require announcement that performance is being given by students or amateurs, eliminating belief that talent is professional. No hardship will be placed on beginners, it was emphasized. The move is merely to segregate amateurs from experienced actors and regulation is planned to prevent clashing of the two and also to eliminate "wildcat" radio schools.

KXOX are the call letters assigned by the FCC for the new local station in Sweetwater, Tex., recently authorized [BROADCASTING, June 1].

Enjoy maximum Studio Control Flexibility

. . . with this new and modern Speech Input Bay and Control Console





ASK YOUR ENGINEER about these features

Inputs (Equipment as stocked): 3 studio microphones, 1 booth microphone, 2 transcriptions, 2 remote lines or networks, 1 spare.

Overall Gain: Approximately 86 db.

Overall Frequency Response: Uniform within ± 1 db from 30 to 10,000 cycles.

Output: 600 ohms.

Output Level: ± 12 vu.

System Noise Below Program at Output: (as measured in laboratory with 70 db net system gain)—

Weighted (as the ear would hear it) . . . 69 db.
Unweighted . . . 56 to 60 db.

Distortion: Less than 1% under normal operating conditions.

Power Required: 105 to 125 volts, 50 to 60 cycles with a power consumption of approximately 160 watts.

Bay Cabinet Dimensions: Approximately 83¾" high (77" panel mounting space) x 21½" wide x 13⅛" deep.

Control Cabinet Dimensions: Approximately 8" high x 20" long x 7⅜" deep at the base (sloping panel).

You've got something extra when you can tell your prospects and sponsors that your station is

Western Electric
EQUIPPED FOR BETTER BROADCASTING

The Western Electric 704A Speech Input Bay—plus the 721A Control Cabinet—gives you a convenient and compact, AC operated, single program channel assembly—with space for adding a second program channel for stand-by, audition or *dual program* operation.

This equipment provides maximum control flexibility—circuit and equipment adaptability to varied operating requirements, with highest quality performance.

For booklet giving full details, write Graybar Electric Co., Graybar Building, New York City. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Distributed by GRAYBAR

Western Electric
RADIO TELEPHONE BROADCASTING EQUIPMENT

Doolittle Operates Staticless Station

Frequency Modulation Used By Mountain-Top Transmitter

ANOTHER New England experiment with Maj. Edwin H. Armstrong's frequency modulation system of "staticless" transmisison and reception is now under way from the highest point of West Peak Meriden Mountain in Central Connecticut under the direction of Dr. Franklin M. Doolittle, owner of WDRC, Hartford. The transmitter was designed by Prof. D. E. Noble of Connecticut State College, using practically the same elements as those in the Yankee Network's system now also undergoing tests [BROADCASTING, June 1].

A 94-foot turnstile antenna has been erected near the face of a cliff at an elevation of 1,000 feet. According to Dr. Doolittle, it is substantially the same as that employed by Maj. Armstrong except that it is fed by a concentric transmission line instead of open wire feeder. The station is known as W1XPW and operates with 1,000 watts power on 43.4 mc.

"Although we have made certain listening tests," Dr. Doolittle reports, "our information on coverage is as yet incomplete. We can say, however, that the signal in Hartford is so strong that it completely overrides all noise even in the noisy downtown districts. Good reception has been reported from points as far distant as New York City and Worcester."

Difficulties Met

The accompanying photograph gives some idea of the topography of the station's site and the resultant difficulties met in construction, which was completed May 13. The transmitter house and the nearby cottage are the only structures on the mountain with the exception of a few summer camps. The station had to bring in its own water supply and generate its own power. According to Dr. Doolittle, it will receive its programs for retransmission via an ultra-shortwave frequency modulated transmitter on the roof of the WDRC building in Hartford, 17 miles away. The link transmitter will operate on 139.96 mc.

Dr. Doolittle states that he confidently expects the station "will produce a noise-free service over the entire State of Connecticut and a considerable portion of Massachusetts." Surveys are now being made. The special receiving sets required for receiving the frequency modulated signals are now in production at General Electric and Stromberg-Carlson plants, and both of these companies are also planning transmitters.

PERCHED atop the highest point of Meriden Mountain, 17 miles from Hartford, in the center of the State, is this frequency modulation transmitter now being tested by Dr. Franklin M. Doolittle, operator of WDRC, Hartford. View taken from an airplane shows the 94-foot turnstile antenna surmounting the 1,000-foot elevation. Note the rugged cliff in foreground and the wildness of the country, which had neither power nor water supply when construction began.

Libel Ruling Reserved

SUPREME COURT Justice Ernest L. Hammer of New York State, on June 6 reserved decision on a libel suit for $100,000 brought by Ernest A. Arnold and Walter Frese, securities dealers, against NBC, Benton & Bowles and General Foods Corp. Plaintiffs claim their firm, Arnold & Frese, was slandered on a humorous program broadcast Nov. 11, 1937, by General Foods Corp. on NBC.

Institutional

ANOTHER heavy industry which does not sell its goods direct to the consumer became an institutional radio sponsor last month when Union Wire & Rope Corp., manufacturers of cable and wire rope used in building construction, mine hoists, elevators etc., began featuring a Wednesday evening program of band music and institutional talks on KITE, Kansas City. Only "plug" during the show tells about the company's team in the local softball league whose play-by-play is covered by KITE.

Pa. Facility Boosts

FULLTIME operation for WKOK, Sunbury, Pa., 100-watter on 1210 kc., which heretofore has operated on specified hours, was authorized by the FCC in a June 6 decision ordered effective June 7. The same day the Commission issued proposed findings of fact and conclusions to grant WJAC, Johnstown, Pa., authority to change from sharing time on 1310 kc. with WFBG, Altoona, to fulltime on 1370 kc. with 100 watts night and 250 day. The proposed findings are tantamount to a grant unless exceptions are filed in opposition within 20 days.

AN EARLY MORNING CHECKUP

WTMJ Giving Away 3,650 Radios to Those Who Tell Bill Evans Name of Gift Song

A SIGNIFICANT attempt to change listening habits in the early morning hours has been undertaken in the spectacular promotion built around *Top o' the Morning*, daily participating feature on WTMJ, Milwaukee, from 6 to 8:30 a. m. each weekday. WTMJ is giving away 10 midget radios each day for a year to listeners during the campaign, using the theme, "Get acquainted with *Top o' the Morning* and its entertainment, news and service features, conducted by Bill Evans".

A unique device is used to distribute the 10 radios each day. During each program a musical number is played and announced as the "gift song". Immediately after the program Bill Evans makes personal calls in various parts of the city. He rings doorbells, introduces himself and asks if the residents heard his program. If anyone in the household can name the "gift song", the home is awarded a radio which carries the inscription, "Courtesy of WTMJ, The *Milwaukee Journal* station". Householders who heard the program but cannot name the song receive a consolation prize as a goodwill builder, while those who haven't heard the program are given a souvenir card explaining the stunt.

WTMJ believes the idea will yield valuable listener survey material, since Evans keeps a record of all calls, which will be tabulated into a composite of early morning listening habits. It is planned that he will call at each household again at a later date to note any changes.

The station is promoting the stunt elaborately, running teaser ads in the *Milwaukee Journal* and announcements on WTMJ, putting signs on *Journal* trucks, and presenting Evans in guest appearances on other programs of the station.

Coincident with the promotion, several changes were made in the program format. A news period was added at 6:30 a. m., giving the feature five news spots; a new programming policy permits more request numbers and popular music. The program carries such service features as time, temperature and weather reports, as well as helpful reminders about taking the car keys, kissing the wife goodbye, and such.

New Display Medium

A NEWS and advertising medium utilizing neon moving words and known as Telesign, offering advertisers space in the same manner as radio spot time, has been introduced by Ski-Line Motion Bulletins, affiliated with Telesignwriter Co. of America, Foshay Tower, Minneapolis. The device is operated by teletype and flashes a constantly changing message. It was introduced in latter May by the *Minneapolis Journal* and KSTP, St. Paul, which both supply the news bulletins. The huge electrical bulletin board is mounted atop Foshay Tower and is full width of the upper portion of the building. Among sponsors said to be interested are Pepsi-Cola, Nash Coffee and Holsum bread.

AP GETS INQUIRIES ON NEWS SPONSORS

ALTHOUGH the Associated Press headquarters staff has received about 150 inquiries from member newspapers concerning the recent action of the AP board of directors in making AP news available for use on sponsored broadcasts [BROADCASTING, June 1], no actual sale of AP news for such purpose has yet been reported, according to W. J. McCambridge, assistant general manager of the AP. However, these queries, chiefly regarding rates to be charged and other details in connection with this innovation in AP operations, indicate that most of the 210 AP members with radio affiliations are extremely interested in the field of news broadcasting, it was stated.

One explanation for the lack of sales may be that the 25% increase in the basic assessment, which the paper must pay AP if its news is sold for sponsorship, makes the news too expensive for use by a single advertiser and that unless the station could spread the cost over a number of news sponsors it could not sell AP news in competition to that of other news services. It has been suggested that this flat increase should be replaced with a sliding scale that takes into consideration the number of news periods sold by the station. BROADCASTING was told by the manager of a station owned by an AP paper, who said that under the present setup he could not offer AP news to advertisers on an equitable basis.

Circle to Leave

KELLOGG Co., Battle Creek, Mich. (Corn Flakes), will discontinue its weekly half-hour *Kellogg Circle* on NBC for the summer, following the July 9 broadcast. The sponsor is still mulling the idea of returning that program next fall, the NBC network time option having been extended to July 1. Likelihood is that either the *Circle* will be resumed this fall on a half-hour basis or a new Hollywood program set up and at a new network time. From its inception on Jan. 15, the program has had internal difficulties, with changes in both cast and production. Sandy Barnett of J. Walter Thompson Co. Hollywood staff took over production of the show June 12 for the balance of the series.

Magic Key Continues

RCA MFG. Co., New York, has decided not to withdraw its *Magic Key of RCA* program for the summer months but on June 26 will shift the program from Sunday afternoons to Mondays, 8:30-9:30 p. m. Series stays on NBC-Blue, but the number of outlets as reduced from 118 to 53. Program format will remain the same. The company has also renewed its *Musical Varieties* program, heard Mondays through Saturdays, 7:30 to 8 p. m., on WEAF, New York.

IN A NEW institutional campaign, Oklahoma Gas & Electric Co. has started sponsorship of KOMA, Oklahome City, of the 10:15-10:30 p. m. news period, Sunday through Friday, and the weekly half-hour *Concert Hall* series.

Use these Super-Spots to reach these Super-Markets!

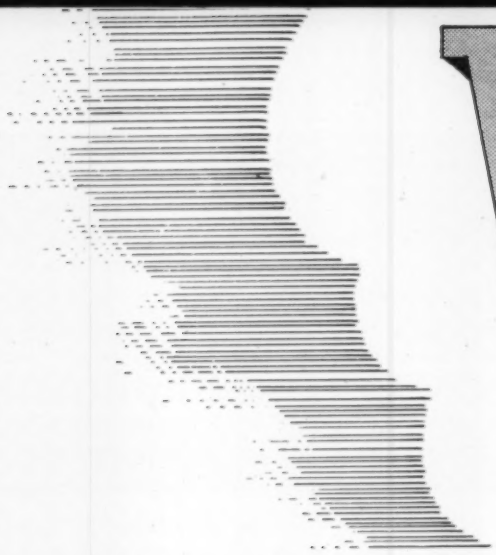
NBC's 15 Programmed Stations in 10 Key Markets
("Markets are People"—This map shows the United States as they would appear if proportioned according to population in each at time of 1930 census. Copyright by Printers' Ink Monthly.)
SAN FRANCISCO
KGO 7,500 Watts 790 KC
KPO 50,000 Watts 680 KC
DENVER
KOA 50,000 Watts 830 KC
CHICAGO
WENR 50,000 Watts 870 KC
WMAQ 50,000 Watts 670 KC
CLEVELAND
WTAM 50,000 Watts 1070 KC
PITTSBURGH
KDKA 50,000 Watts 980 KC
PHILADELPHIA
KYW 10,000 Watts 1020 KC
WASHINGTON, D. C.
WMAL 500-250 Watts 630 KC
WRC 5,000-1,000 Watts 950 KC
NEW YORK
WEAF 50,000 Watts 660 KC
WJZ 50,000 Watts 760 KC
SCHENECTADY
WGY 50,000 Watts 790 KC
BOSTON-SPRINGFIELD
WBZ & WBZA 990 KC 50,000-1,000 Watts
PRINTERS' INK Market Explorations

One or all, these 15 stations will do an outstanding spot advertising job for you. Backed by nationally-famous NBC Network Programs, they dominate 10 of the richest markets in America. These "super-spots" command great audiences, kept in a buying mood by the best entertainment. Let us tell you of the sales results they have achieved for well-known advertisers. We can help you plan a coordinated sales effort to reach these super-markets. Write, wire or phone the NBC sales office in any of the cities listed above. Offices also in Detroit and Hollywood.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

WORLD'S GREATEST BROADCASTING SYSTEM



WCI

THE *L.B. Wilso*

POWER Fifty Thousand Watts...Powerfu

PROGRAMS ...NBC Red an

SIGNAL Finest Quality in the Whole W

AUDIENCE 58% Population of U.S.

DOING THE BIGGEST AND BEST J

XUM

CKY

Wilson STATION

verful as any Radio Station in the Entire United State

and Blue

ole Wide World . . . Very Latest RCA

U.S. within ½ Millivolt Night Signal

McNary & Chambers

ST JOB FOR THE ADVERTISER . . .

VERY SOON...
Any Day Now..!

XUM

Fire Damage at WBLK Held Down by Alert Staff

ALERT action on the part of its staff saved WBLK, Clarksburg, W. Va., from more serious damage May 31 when a $350,000 fire swept the Robinson Grand Theater building in which the station is located. Only 45 minutes of operation was lost, and the station was back on the air almost immediately to recount the story of the city's most disastrous fire. Temporary emergency studios have been set up in the WBLK transmitter building.

Equipment, furnishings and transcriptions valued at $15,000 were moved from the WBLK studios and saved except for water and other damage, so that the loss will not exceed $7,500, according to Odes Robinson, chief engineer of the West Virginia Network. All damage is covered by insurance. Manager Mike Layman supervised the staff in evacuating the burning building and saving its equipment.

Don't Leave, Boys!

WHEN WFAA, Dallas, recently made a remote pickup from the annual Fiddler's Contest at Athens, Tex., Cecil Hale, scouting for talent before broadcast time, heard one unit he liked and decided to put it on the air. Hale couldn't get to the bandstand to talk to them because so many cops were standing around, so he yelled to the band, "Don't go away. I want to put you on the air." The musicians just smiled. The outfit turned out to be *The Swingsters* from Texas State Prison, making their first public appearance!

OFFICIAL government figures show that 1,213,732 radio receiving licenses were issued in Canada during the fiscal year ended March 31, 1939, as compared to 1,104,207 the preceding fiscal year.

New NBC Red Splits

MODIFYING its previous policy that the Basic Red network can be sold only in its entirety, NBC now permits advertisers to use a split Red network between 1 and 4 p.m. on Sundays and between 10 a.m. and noon on Saturdays, with the provisions that contracts for split networks shall contain a 30-day removal clause enabling NBC to shift the schedule to any available period within those times and that the splits be such as do not block circuits from service.

Telephone Co. Sponsor

SOUTHERN New England Telephone Co. has begun sponsorship of Jerry Belcher's *Interesting Connecticut Neighbors* on a special hookup of WTIC, Hartford, and WICC, Bridgeport, Mondays, 9:30-10 p. m. (EDST). Belcher takes the microphone into village barbershops, country stores, factories, farms, etc., for interviews and backgrounds of State scenes.

Station at Windsor Is Planned by CBC

Canadian Press Refuses to Allow News Sponsorship

By JAMES MONTAGNES

IT IS NOW fairly certain that the CBC will build a new station at Windsor, opposite Detroit. The station will be on the air, if there is no financial complication, by late autumn or at latest by Jan. 1. The station will likely be called CBW, and will use the 1,000-watt equipment of the former CBW, closed about a year ago at the behest of CKLW, Windsor. The CBC states it is reopening the station to supply the area with more CBC sustaining programs, but CBW will also handle commercial programs.

* * *

The commercial department of the CBC plans to place the two new 50,000 watt stations, CBA, Sackville, N.B., and CBK, Watrous, Sask., on the "must" list of stations which national and regional advertisers have to take on contracts for next autumn. No arrangements have been completed as yet as to duplication of these two stations with privately-owned stations now on the CBC national and regional commercial nets in those districts.

* * *

"The Canadian Press will not allow its news to be sponsored commercially," J. F. B. Livesay, general manager, stated when asked if the Canadian Press will follow the Associated Press in authorizing sponsorship of radio newscasts. Canadian Press at present supplies free to all Canadian broadcasting stations a daily news service, for which broadcasters pay a flat weekly telegraph toll of $10. Under a new agreement with the CBC, that organization will supply the news to the stations and the Canadian Press will supply the CBC with four daily regional news services at an annual charge of $20,000. This service has been delayed in operation because of the preparations and extensive coverage given by the CBC to the Royal Visit, but will be in operation shortly.

While Mr. Livesay resigns as general manager on June 30, and he cannot speak for future developments by the Canadian Press, he is of the opinion that at least for the immediate future there will be no change in Canadian Press policy on sponsored newscasts. In broadcasting circles it is felt that perhaps the Canadian Press will watch developments of AP sponsored newscasts and formulate its policy accordingly. The last meeting of the Canadian Press directors was definitely opposed to sponsorship of its news, even at increased assessments on member newspapers selling news as AP is doing.

In addition to Canadian Press news bulletins, Canadian stations buy the services of Transradio and British United Press and many broadcast local news gathered by their own staffs. They are allowed to sell time to newspapers for news commentaries.

EDWARD J. KELLY, assistant manager of manufacturing for RCA Mfg. Co., has been appointed manager of radio and record manufacturing and of production engineering at the Camden plant.

"Clinch" A TESTED SPOT BEFORE THE "kick off"—

GEORGE WALSH . . . . . WHAS again is able to offer George Walsh as sportscaster during the 1939 football season. Walsh has covered an average of 12 games each season for the past five years. His sportscasts have won outstanding recognition.

Big 10,
Big 6,
and
Big 13

Football OFFERS BLANKET COVERAGE

From Labor Day to New Years . . . America Crowns Football King! Young and old alike, knows; plays; watches; LISTENS to the KING of Collegiate Sports! And in Kentuckiana those who listen to sports set their dials for WHAS.

SCHEDULES AVAILABLE

Nebraska vs. Indiana
Vanderbilt vs. Kentucky
Wisconsin vs. Indiana
Georgia vs. Kentucky
University of Louisville vs. Centre
Ohio State vs. Indiana
Georgia Tech vs. Kentucky
West Virginia vs. Kentucky
Purdue vs. Indiana
Tennessee vs. Kentucky

WHAS is owned and operated by the Louisville Courier-Journal and Times.

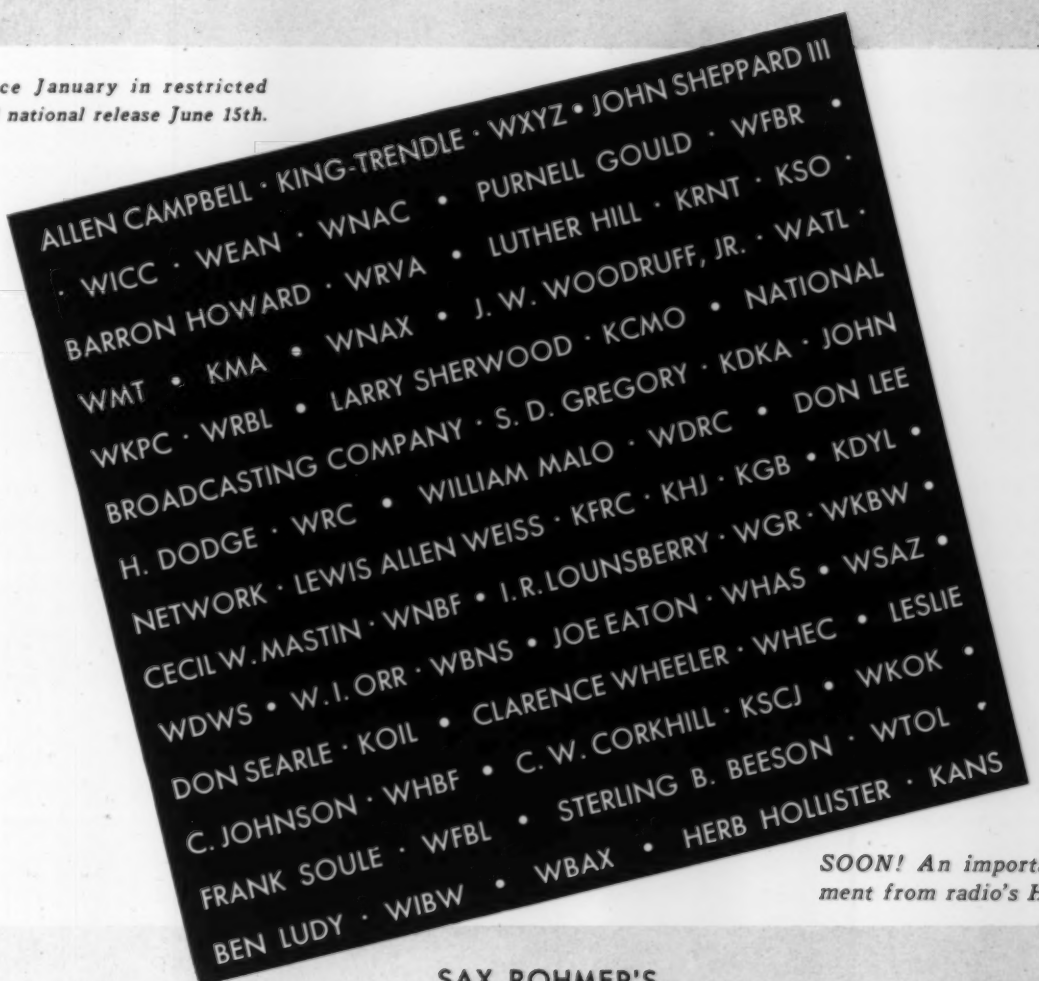
WHAS

50,000 Watts — 920 Kilocycles

Nationally Represented By Edward Petry & Co.

ACCLAIMED By the Nation's Leading Broadcasters — By Word—And By PURCHASE!

Released since January in restricted areas. General national release June 15th.


ALLEN CAMPBELL · KING-TRENDLE · WXYZ · JOHN SHEPPARD III
· WICC · WEAN · WNAC · PURNELL GOULD · WFBR ·
BARRON HOWARD · WRVA · LUTHER HILL · KRNT · KSO ·
WMT · KMA · WNAX · J. W. WOODRUFF, JR. · WATL ·
WKPC · WRBL · LARRY SHERWOOD · KCMO · NATIONAL
BROADCASTING COMPANY · S. D. GREGORY · KDKA · JOHN
H. DODGE · WRC · WILLIAM MALO · WDRC · DON LEE
NETWORK · LEWIS ALLEN WEISS · KFRC · KHJ · KGB · KDYL ·
CECIL W. MASTIN · WNBF · I. R. LOUNSBERRY · WGR · WKBW ·
WDWS · W. I. ORR · WBNS · JOE EATON · WHAS · WSAZ ·
DON SEARLE · KOIL · CLARENCE WHEELER · WHEC · LESLIE
C. JOHNSON · WHBF · C. W. CORKHILL · KSCJ · WKOK ·
FRANK SOULE · WFBL · STERLING B. BEESON · WTOL ·
BEN LUDY · WIBW · WBAX · HERB HOLLISTER · KANS

SOON! An important announcement from radio's HIT company!

SAX ROHMER'S

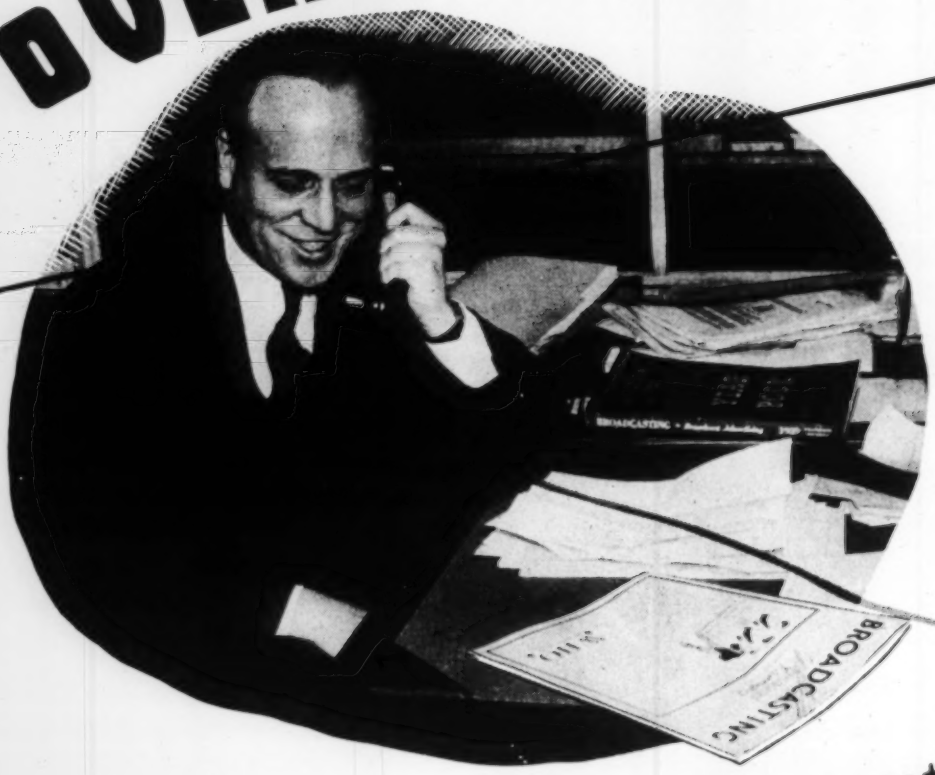
The Shadow of FU MANCHU

RADIO'S GREATEST SERIAL PROGRAM!

RADIO ATTRACTIONS, INC.

RKO BUILDING • RADIO CITY • NEW YORK

OVERHEARD... TIME



Frank Silvernail, Time Buyer, Pedlar & Ryan, Inc., New York City. Pedlar & Ryan time billings approximated $2,000,000 in 1938.

"That's an interesting comment of yours in the new issue of BROADCASTING, Murray. I haven't had a chance to give it a thorough reading yet, but wait 'til I'm settled in my easy chair tonight."

BROADCASTING *Blankets Time B*

Broadcast Advertising

ME BUYERS TALKING

"Thanks, Frank. I have a hunch I'll go for that easy chair business tonight, myself. The mailman showed up a few minutes ago with my copy of BROADCASTING."

Murray Carpenter, Time Buyer, Compton Advertising, Inc., New York City. Compton Advertising radio placements in 1938 totalled well over $3,000,000.

e Buyers

Purely PROGRAMS

WORLD PEACEWAYS, New York, on June 11 started testing for 15 weeks a weekly half-hour debate program, *Clash of Opinion*, on WOV, New York, which, if successful, will be extended to other stations. The forums feature the actual words of world leaders such as Adolf Hitler or Neville Chamberlain quoted verbatim on controversial international issues, excerpts being taken from their past statements, and their voices portrayed by leading dramatic artists.

* * *

WOR Puffs Baseball

WOR, New York, on June 9 started an intensive promotional campaign to interest women listeners in its Brooklyn Dodgers baseball broadcasts, using a thrice-weekly series of baseball interviews and non-technical gossip about the game by Red Barber and Al Helfer, WOR baseball announcers. On days when the team plays at home, the program is called *Red Barber Introduces*, and for out of town games, Helfer presents the quarter-hour program under the title *Brother Al says*. Other features of WOR's campaign include guest appearances of famous players on sustaining and sponsored women's programs, and spot announcements promoting the daily baseball broadcasts.

* * *

CBS' Whodunit

CBS, on June 18 will replace the *Columbia Dance Hour* programs on Sundays, 8-9 p. m., with a new mystery series, *The Adventures of Ellery Queen*. When Mr. Queen, the famous gentleman detective, decides he knows the guilty party in the dramatized mystery, he halts the play and invites each guest detective to participate in the studio solution, after which the correct one is enacted. George Zachary, CBS producer, originated and will direct the series.

* * *

Tea at 2:15

TEA PARTY for listeners is conducted by Ruth Lyons as a new Friday feature of her five-weekly *Woman's Hour* on WKRC, Cincinnati. Listeners, asking to attend, are mailed tickets free of charge, along with members of women's club invited by Mrs. Lyons as her guests. The program, aired from the Terrace Gardens of Hotel Alms each Friday afternoon at 2:15, includes a full hour of music, interviews and informal chats.

* * *

Guesses by Guests

INTERVIEWS with guests from all parts of the world and informal question-and-answer contests form the basis of the five-weekly quarter-hour afternoon *Catalina Fun Quiz*, sponsored by the Wilmington Transportation Co. on the CBS Pacific Coast network. Programs originate from the boat landing as well as other familiar landmarks of Catalina Island, Cal., famous resort center, and are conducted by Gary Breckner, KNX, Hollywood, special events announcer.

* * *

Community Histories

USING historical data supplied through a Federal Writers Project, the local Salyer Oil Co. is sponsoring a weekday dramatic series on KOMA, Oklahoma City, dedicated to the 27 communities in which the firm operates oil stations.

Fun With Freihofer

EMPLOYING 15 telephones to register listeners' answers, the new *College of Fun* quiz series, sponsored by Freihofer Baking Co. on WIP, Philadelphia, offers listeners their cash prizes by return mail. Questions are asked the audience, which puts down right-or-wrong answers on a simple form and phones in its solutions. If answers check, the prizes go out in the morning mail. The sponsor is publicizing the weekly half-hour with newspaper advertising and posters on its several hundred wagons and trucks. Before the series started, 600 Freihofer drivers attended a preview to go through the game in order to familiarize themselves with the rules in case patrons asked for an explanation of the contest process.

* * *

Ladies of the Divot

TO ILLUSTRATE what golf can mean to the average woman, Jane Weaver each Wednesday interviews a prominent woman divot-digger on the new *Women in Golf* feature on WTAM, Cleveland. In the interview Miss Weaver asks her golfing guest how she started to play, how she fits the game in with her household duties and something about her interesting experiences with the game. Posters calling attention to the program have been placed in the clubhouses of Cleveland golf courses.

* * *

Speeches of Another Day

WGN, Chicago, has started a new Friday evening series called *Gems of American Eloquence* featuring dramatizations of famous speeches in American history.

AS THE MISSOURI River from Kansas City to Omaha was officially opened for commercial transportation, making Omaha a river port again after 70 years, KOIL, Omaha, devoted its best efforts to cover the event, heralded by the arrival June 3 of the Diesel-boat, *Kansas City-Socony*, with the first two barges. Bud Thorpe, special events director, boarded the boat before its arrival in Omaha, shortwaving a description of the vessel's progress along the river, while Owen Babbe furnished an on-shore description of the arrival via the KOIL mobile unit. Thorpe is shown here (right) interviewing John Durfee, Socony-Vacuum manager in Omaha, aboard the boat just as it reached the city.

Emphasis on Safety

HIGHWAY safety broadcast, *The Man in the Car*, handled from one of the city's busiest intersections, is clicking at KWOS, Jefferson City, Mo. The announcer has the cooperation of the city police department, who assigns a motorcycle patrolman to his broadcast. The patrolman guns his cycle and sounds his siren to flag down motorists for the broadcast. Then they are interviewed on safety, quizzed as to the right and wrong of certain traffic problems and each interviewee is awarded a small prize, usually some automotive equipment, donated by the sponsors of the program. Another safety program on the same station is backed by the state highway patrol which furnishes safety bulletins for a show called *Sing a Song of Safety*.

* * *

Know Your City

WWL, New Orleans, last month ended a *Know New Orleans* contest presented in cooperation with the local Association of Commerce, concluding a series of 15 preliminary and three semi-final programs during which students of 20 New Orleans high schools competed in answering questions about the advantages, resources, historic significance and other points of New Orleans and Louisiana. Manager Vincent F. Callahan plans to repeat the series annually.

* * *

Midwestern Weekend

DESIGNED to give listeners information about weekend trips near Chicago, WCFL, that city, has started a quarter-hour series called *Let's Take a Trip*. The program includes route schedules and descriptions of historical points of interest near the city. In cooperation with the Chicago Motor Club, WCFL offers free copies of the talks.

* * *

Yankee's G-Men

DRAMATIZED tales of the activities of Uncle Sam's agents, narrated by V. W. Peterson, special agent of the New England division of the Federal Bureau of Investigation, have started on the Yankee Network's new crime-prevention series, *G-Men in Action*, produced in cooperation with the FBI.

* * *

Idea Grabbag

NBC directors are presenting their favorite program ideas on a new surprise series on NBC-Blue, the nature of each dramatization remaining a secret until the program goes on the air. Judges, as yet unnamed, will judge the prize winning drama in the *Idea Mart* series after the last program on July 26.

* * *

Culling the Weeklies

NEWS ITEMS, feature articles and editorials from 67 weekly newspapers of the State have been featured during the last six months on WRVA, Richmond, in Bill Willis' *The Virginia Weekly*, which has just moved its time from Saturday afternoons to Fridays, 4:30 p.m.

Spelling Stumpers

NEW SLANT on quiz shows and spelling bees is *Spell It, Please*, a Tuesday evening program on KELO, Sioux Falls, S. D., aired from a local theatre. During the week before each show announcements are made on KELO that theatre patrons will be asked to stump a board of experts with the names of movie stars or famous persons in history or the names of

flowers. A roving announcer—here it's George R. Hahn, KELO commercial manager (with mike)—walks the theatre aisles and asks the audience for the words, which he conveys to the experts on the stage. If they spell the words correctly, 50c is rung up in the cash register, the half-dollars accumulating until a word is misspelled. If the experts fail to spell the word, the person submitting it gets the jack pot, providing he can spell the word correctly. On the stage is a neon canary that sings when a word is spelled correctly, and a neon cuckoo that gives the bird when a word is misspelled. Sponsored by the local Modern Cleaners & Dyers, the show is going over with a bang, according to KELO.

* * *

Propaganda Analyzer

ANALYSIS of Nazi and Fascist technique and psychology as practiced by propaganda agents in the United States forms the subject matter of *The Battlefront of Democracy*, a new series on WQXR, New York, conducted each week by Thomas E. Stone, a former major in the United States Army, in cooperation with the Council of U. S. Veterans.

* * *

Amateur Dramatists

DRAMATIC scripts written by amateurs are broadcast on the new weekly series, *The Original Script Show*, of WWRL, Woodside, N. Y. Directed by Arnold G. Leo, the dramatic roles are carried by young actors learning radio technique, and each broadcast includes an interview with the amateur author.

* * *

Model Planes

TO provide better entertainment for boys and girls from the ages of 12 to 18, John B. Gambling, on June 3 started the new *Model Airplane Club of the Air* series on MBS, which will be devoted to the hobby of model building and will be supervised by experts.

* * *

Home Town Records

RECORDED interviews, made at Re-Plate-O transcribing demonstrations in local stores, are broadcast thrice-weekly on the new *Hear Yourself* program, sponsored on WROK, Rockford, Ill., by the Re-Plate-O firm. Bill Traum conducts the new feature.

* * *

In Texas Parks

TEXAS STATE NETWORK has started a new weekly series, *Texas Parks*, describing the major parks of the State and scheduled in cooperation with the Texas Park Board.

Simple Broadcast Accounting Methods Debated by NAB and FCC Economists

PLANS for a simplified accounting procedure for broadcast stations that would give the station management the information it requires and at the same time would provide data that may be called for by the FCC, were discussed by the NAB Accounting Committee, headed by Harry C. Wilder, WSYR, at a June 1-2 session at the Ritz Tower, New York. William J. Norfleet, chief accountant for the FCC, and De Quincy V. Sutton, FCC head accountant, also attended the meeting.

The group reviewed in detail FCC station questionnaires which have provoked much controversy, suggesting and discussing certain changes that might make answering such documents easier for broadcasters without withholding any information sought by the FCC. The Commission accountants entered freely into the discussion, in many instances agreeing to the suggested changes and promising to recommend them to the Commission, and in other cases explaining to the Committee why the FCC has to have particular information in a certain way.

It was agreed, in substance, to divide the 1939 questionnaire into two separate schedules—one covering financial breakdowns, the other programs and employment. The schedule, as proposed by the FCC, involved some 29 pages, according to the FCC. The financial questionnaire, under the new plan, will fill about 20 pages and the program-employment schedule will cover two pages.

The questionnaires probably will not be dispatched to stations until early fall. There will be ample time for stations to gear themselves for the production of the data, it was stated. A typical week, or possibly a somewhat longer period, will be selected for the program-employment schedules, while the financial return will cover the 1939 calendar year. At the conference, questions propounded in the FCC's original draft, in many instances were restated in simpler language, it was said.

Grouping of Stations

There was substantial agreement between the committee and the FCC accountants that the financial questionnaires should be classified possibly in three brackets to relieve smaller stations of undue hardship. Tentatively, it was understood the FCC would seek to devise one type of questionnaire which would cover stations having time sales (after discounts but before commissions) of less than $25,000 per year; a second covering stations having time sales of $25,000 to $50,000 per year and the third classification covering those doing business of $50,000 per year and over.

The lowest bracket, affecting approximately 125 stations, probably would be required only to submit data showing total expenses, total revenues and a balance sheet. Those in the middle bracket, encompassing some 250 stations, would supply the same information plus additional balance sheets. The main group of $50,000 and up would be required to provide the detailed data finally decided upon.

All of the financial returns would cover basic breakdowns as between local sales, spot sales and network revenue. While there was no definite commitment that these several classifications would be set up, since FCC approval is necessary, it was generally understood that there would be some demarcation between larger and smaller stations.

The Committee's aim was described as the establishment of a progressive system of bookkeeping whereby the station accountants could at any time supply information requested by the FCC without undue difficulty. It was suggested the FCC announce a year in advance what information it will want so stations can set up their books accordingly. At the end of the session Committee members expressed the feeling that much had been accomplished in the exchange of opinions between broadcasters and FCC accountants which resulted in a mutual understanding that should produce tangible results in the form of simplified questionnaires that can be more easily answered.

Attending the meeting, in addition to Chairman Wilder and the Commission accountants, were Frank White and S. R. Dean, CBS; H. F. McKeon, NBC; N. L. Kidd, WSYR; Edward E. Hill, WTAG; C. H. Strickland, WKAQ, and Edwin M. Spence, NAB secretary-treasurer.

Radio Media Reports

FORMATION of a new service, National Radio Records, designed to compile monthly reports showing the radio advertising of national, regional and local accounts, has been announced by N. Charles Rorabaugh. Headquarters will be at 347 Broadway, New York. It is planned to furnish the same kind of media reports for radio that Media Records and Publishers Information Bureau furnish for printed publications.

Allentown Stations' Plea To Quash Hearing Denied

WITH Commissioner Craven dissenting, the FCC June 6 denied the motion of WCBA and WSAN, Allentown, Pa., time-sharing stations, to quash the hearing scheduled this month embracing the newspaper ownership issue. The motion asked the FCC to grant the applications for consolidation of the stations under newspaper ownership on the ground that the Commission has no authority to consider the newspaper issue [BROADCASTING, June 1].

The case has been designated for hearing in Allentown June 26 to get local reaction on the newspaper ownership question. Because Congress has not yet appropriated funds for the FCC for the new fiscal year, there is some question as to whether the hearing will be held as scheduled.

WBIG, Greensboro, N. C., has been authorized by the FCC to increase its day power to 5,000 watts, continuing with 1,000 watts nights on 1440 kc.

KSD in St. Louis

To MOVE MORE MERCHANDISE
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THIS SUMMER

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2nd KSD has a greater daytime population coverage area than any other St. Louis broadcasting station.

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FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
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WORLD stations find World's library service profitable for two reasons.

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Second—World quality is unique. Stations recognize World vertical cut Wide Range transcriptions as the ultimate in high fidelity recordings. So generally are these transcriptions accepted as the hallmark of quality that every important station in America has installed expensive equipment *solely* to broadcast World programs.

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To Stations—If your city is not listed here, we shall be glad to consider your application. Write World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York.

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KPMC . . . Bakersfield
KIEM . . . Eureka
KGER . . . Long Beach
KHJ . . . Los Angeles
KLX . . . . Oakland
KGB . . . San Diego
KFRC . . San Francisco
KDB . . Santa Barbara
KSRO . . . Santa Rosa
KHUB . . . Watsonville

COLORADO
KFEL . . . . Denver
KFXJ . . Grand Junction
KGHF . . . . Pueblo

CONNECTICUT
WTIC . . . . Hartford
WELI . . . New Haven

DIST. OF COLUMBIA
WJSV . . . Washington

FLORIDA
WRUF . . . Gainesville
WQAM . . . . Miami
WDBO . . . . Orlando
WTAL . . Tallahassee
WJNO . West Palm Beach

GEORGIA
WAGA . . . . Atlanta
WRDW . . . . Augusta
WMAZ . . . . Macon
WRBL . . . Columbus
WAYX . . . . Waycross
WTOC . . . Savannah

IDAHO
KIDO . . . . . Boise
KRLC . . . . Lewiston

ILLINOIS
WGN . . . . Chicago
WDAN . . . . Danville
WJBL . . . . Decatur
WTAD . . . . Quincy
WCBS . . . Springfield

INDIANA
WTRC . . . . Elkhart
WGBF-WEOA . Evansville
WIRE . . Indianapolis
WLBC . . . . Muncie

IOWA
WMT . . Cedar Rapids
WOC . . . Davenport
KMA . . . Shenandoah

KANSAS
KFBI . . . . Abilene
KVGB . . . Great Bend
KWBG . . . Hutchinson

KENTUCKY
WLAP . . . Lexington

LOUISIANA
WJBO . . Baton Rouge

MAINE
WLBZ . . . . Bangor

MARYLAND
WBAL . . . Baltimore
WTBO . . Cumberland
WFMD . . . Frederick

MASSACHUSETTS
WEEI . . . . Boston
WCOP . . . . Boston
WTAG . . . Worcester

MICHIGAN
WHDF . . . . Calumet
WJR . . . . Detroit

MINNESOTA
KATE . . . Albert Lea
KVOX . . . Moorhead
KROC . . . Rochester
KSTP St. Paul-Minneapolis

MISSISSIPPI
WFOR . . . Hattiesburg
WAML . . . . Laurel
WQBC . . . Vicksburg

MISSOURI
KWOS . . Jefferson City
KWK . . . . St. Louis
KMBC . . Kansas City

MONTANA
KGCX . . . Wolf Point

NEBRASKA
KFAB-KFOR . . Lincoln
KOIL . . . . Omaha

NEVADA
KOH . . . . . Reno

NEW MEXICO
KGGM . . Albuquerque
KICA . . . . Clovis

NEW YORK
WOKO . . . . Albany
WGR-WKBW . . Buffalo
WESG . . . . Elmira
WOR . . New York City (Newark)
WINS . . New York City
WQXR . . New York City
WHAM . . . Rochester
WFBL . . . Syracuse

NORTH CAROLINA
WBIG . . . Greensboro
WEED . . Rocky Mount
WSTP . . . Salisbury
WAIR . . Winston-Salem

NORTH DAKOTA
KDLR . . . Devil's Lake
KRMC . . . Jamestown
KLPM . . . . Minot

OHIO
WJW . . . . Akron
WHBC . . . . Canton
WCKY . . . Cincinnati
WHK . . . Cleveland
WHKC . . . Columbus
WSMK . . . Dayton
WKBN . . Youngstown

OKLAHOMA
KADA . . . . . Ada
KBIX . . . Muskogee
KOMA . . Oklahoma City
KVOO . . . . Tulsa

OREGON
KFJI . . Klamath Falls
KOIN . . . Portland

PENNSYLVANIA
WCBA-WSAN . Allentown
WFBG . . . . Altoona
WKBO . . Harrisburg
WCAU . . Philadelphia
WIP . . Philadelphia
WCAE . . . Pittsburgh

RHODE ISLAND
WJAR . . . Providence

SOUTH CAROLINA
WAIM . . . Anderson
WCSC . . . Charleston

TENNESSEE
WOPI . . . . Bristol
WDOD . . Chattanooga
WREC . . . Memphis
WLAC . . . Nashville

TEXAS
KGNC . . . . Amarillo
KGKO . . Dallas-Ft. Worth
WBAP . . Dallas-Ft. Worth
KTRH . . . . Houston
KRLH . . . . Midland
KPDN . . . . Pampa
WOAI . . . San Antonio

UTAH
KDYL . . Salt Lake City

VERMONT
WCAX . . . Burlington

VIRGINIA
WSVA . . Harrisonburg
WRVA . . . Richmond
WDBJ . . . . Roanoke

WASHINGTON
KXRO . . . Aberdeen
KIRO . . . . Seattle
KMO . . . . Tacoma
KUJ . . . . Walla Walla

WEST VIRGINIA
WHIS . . . . Bluefield
WBLK . . . Clarksburg
WCHS . . . Charleston
WPAR . . . Parkersburg

WISCONSIN
WEAU . . . . Eau Claire
WHBY-WTAQ . Green Bay
WKBH . . . La Crosse
WIBA . . . . Madison
WISN . . . Milwaukee
WSAU . . . . Wausau

HAWAII
KHBC . . . . . Hilo
KGMB . . . Honolulu

CANADA

ALBERTA
CFAC . . . . Calgary
CJCA . . . Edmonton

BRITISH COLUMBIA
CKWX . . . Vancouver

MANITOBA
CFAR . . . Flin Flon
CJRC . . . Winnipeg

NEW BRUNSWICK
CKCW . . . . Moncton
CHSJ . . . Saint John

ONTARIO
CKPC . . . Brantford
CKOC . . . Hamilton
CKCA . . . . Kenora
CBO . . . . Ottawa
CKSO . . . . Sudbury
CKLW . . . . Windsor

QUEBEC
CKAC . . . Montreal
CKCV . . . . Quebec
CHLN . . Three Rivers

SASKATCHEWAN
CKBI . . Prince Albert
CJRM . . . . Regina
CJGX . . . . Yorkton

FOREIGN

AUSTRALIA
5 DN . . . Adelaide
4 BC . . . . Brisbane
3 KZ . . . Melbourne
2 GB . . . . Sydney

NEW ZEALAND
1 ZB . . . Auckland
2 ZB . . . Wellington
3 ZB . . Christchurch
4 ZB . . . . Dunedin

MEXICO
XEW . . . Mexico City

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

PORTO RICO
Destileria Serrallés Incorporated . Ponce

VENEZUELA
YV5RA-YV5RC . Caracas

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Code: Self-Sacrifice

IS THE FCC something more than a traffic cop of the ether? We have contended long and loudly that it is not. On the Commission itself there is another school of thought—one that bodes no particular good for a free and unfettered American radio.

There is one way, however, of removing from the FCC the temptation to delve more deeply into programs. That is by having the industry itself do a clean-cut job of self-regulation through adoption and adherence to voluntary program standards. The way is now open. A proposed code, comprehensive almost to extreme, has been drafted by a strong committee representative of the industry. It is designed to let the industry take care of its own program morals, scruples and ethics—something which the original Radio Act of 1937 prescribed and which the existing law also guarantees (at least as we construe it).

Even radio's severest critics, plus the less responsible though more vocal pressure groups, will find difficulty in citing the proposed industry credo as too lenient. It has teeth aplenty—teeth that dig into the pocketbooks of stations of all sizes and classes.

As to the merits of specific code provisions, we do not yet feel ready to comment. NAB members have the opportunity to study the code during the remaining weeks before the Atlantic City convention. They should be prepared to stand up and expound their suggestions and convictions at that time, lest some grievous errors be made. Because a representative committee of the industry has labored hard and long in devising the proposed code, we are inclined to concur in principle with its overall conclusions, though we recognize the danger of attempting to apply the same yardstick to little fellows and big.

A code *must* be adopted at the Atlantic City convention. The industry is committed to it. The proposed code now is in the hands of NAB members. Whether the formula for the length of commercials is too liberal or too niggardly; whether the taboos will injure smaller stations; whether it overstrains with its commitments, it is certainly an excellent base for threshing out the whole question.

From where we sit, it's not solely a question of self-regulation. It amounts to self-sacrifice. But if it keeps the FCC on its technical-regulatory beat, and prevents it from barging into program matters with a censorship warrant from Congress, it will be worth the price.

Words Over Music

RADIO's perennial battle of words over music is mounting to a fortissimo as another annual convention of the broadcasting industry approaches. The preliminaries, generally speaking, appear to be little short of reenactment of previous intra-industry parláys, with each group preaching its particular philosophy for solution of radio's most vexatious business problem.

But there are several noteworthy developments which augur for something entirely different from past performances, which always have seen ASCAP make an eleventh-hour 100-yard dash toward the contract deadline with several different species of performing rights contracts tucked under its arm, and with the broadcasting industry itself split wide open. First, the industry is doing its music shopping early, under the leadership and guidance of NAB President Neville Miller, since contracts do not expire until the end of 1940. Secondly, industry segments have pledged themselves to a united front, with no sidedoor ASCAP negotiations.

It is yet too early, of course, to do more than appraise the general status. ASCAP has done a little sham-battling, with speeches here and there. For a spell it unlimbered some of its heavier artillery with a few unctuous articles on the righteousness of its cause. But apparently it has latterly thought its publicity campaign a mite premature.

Meanwhile, the NAB copyright committee has held periodic sessions, conducted surveys and otherwise informed itself. It will know most of the answers, we believe, when the across-the-table conversations begin.

In these exploratory operations, President Miller has made no commitments either to ASCAP or to the industry. He knows that all music, and particularly ASCAP music, is important to radio. He is acquainted with the fact that the industry does not expect to get its music from ASCAP gratis, or even at a cheaper overall rate. But he is under the mandate of previous actions of the NAB membership for a "per use" method of royalty payment, rather than the existing blanket percentage royalty method based on total station receipts. And, of course, he is aware of the insistent demand within independent ranks for a revision of the collection method.

Before the final negotiations with ASCAP get under way the entire copyright issue will be aired at the Atlantic City convention next month. There should be calm, deliberate and forthright discussion of the question. To the skeptical proof should be provided that payment of royalties on a use basis—on programs in which ASCAP music is employed—is workable. ASCAP contends it is not; that stations would be put to no end of expense in maintaining libraries and in jeopardy for possible infringements if they attempted it. But it has worked for newspaper-owned stations which have held contracts of substantially that nature since 1935, and it shouldn't be too difficult for all stations to orient themselves to similar operation.

The NAB membership, we repeat, in past conventions has duly resolved its support of a "per use" method. Until and unless that action is rescinded, the NAB is duty-bound to plump for it, and to exact from ASCAP a declaration as to the type of royalty it desires since ASCAP has said it is willing to deal on any reasonable basis the industry desires.

So long as the industry approaches copyright and kindred industry-wide questions as a phalanx, we have no fear of the outcome. Radio cannot afford another 1932 or 1935 experience, nor anything smacking of a music Munich Pact in 1940.

Radio and Royalty

THE ESSENCE of America—and of American radio—was represented in the program of entertainment which the Library of Congress selected for the delectation of Their Brittanic Majesties after the state dinner at the White House the other night. Kate Smith, Lawrence Tibbett, Alan Lomax and John Lair's quartet of *Coon Creek Girls* from Kentucky's hillbilly sectors all are top-flight artists in their particular spheres. Each was Typical American; each won greatest fame via the wavelengths, and each was representative of a phase of American culture.

It might be mentioned also that Marian Anderson, another highlight performer, had no race bars raised against her frequent guest appearances on the radio such as gained her such a magnificent buildup when she was recently refused a hall in Washington. And if Bascom Lamar Lunsford's *Soco Gap Square Dancers* from Asheville, who completed the program, are not quite as well known on the air, it is only because television isn't yet a widespread service.

Aside from the White House program, the Canadian and American radio systems have every right to be proud of their work in making the Royal Tour such a success. As the press officer of the tour told Washington's Overseas Writers, every tiny Canadian town brought enormous turnouts as the Royal Train stopped over, turnouts of far back country people who must have followed the sovereigns' activities almost entirely by radio.

For a tastefully restrained and efficient job of covering an important and difficult assignment, we doff our hats to the radio reporters of Canada and the United States. Recognized on a parity with the press—with the Royal Train, at all stopovers, even at the vaunted embassy garden party in Washington—they rose to their task splendidly and gave their listeners a faithful and thorough picture of the pageantry and pomp of the whole tour without ever imposing upon the cordiality and simplicity of the Royal Guests. It was not merely a series of stunt broadcasts; it was North American radio at its best.

We Pay Our Respects To —

ROSWELL WILLIAM METZGER

RARE in radio is the man whose background combines business and creative, dramatic experiences. Call on the radio director of Ruthrauff & Ryan, Chicago, and you'll find a well-built, dark-haired lad of 32 who seems to be made of springs. He'll likely be kidding someone on the phone, singing an order and winking at you all at the same time. Rather than bullying someone into doing what he wants, he kids. Rather than swinging in his swivel chair, he rocks.

Out of his chair, he paces the floor, sticks hands in hip pockets and looks profoundly down on the Chicago River from his office window, seems to ponder the possibilities of landing a seaplane there. His mind is almost too fast for his larynx and if you walk with him from his office to the agency's front door he's apt to speak to a dozen people about countless agency details.

Such a man is Ros Metzger, who has composed many popular songs including five hit tunes, has spent three years as sales manager of a large Chicago investment firm, and since 1934 has played an important part in turning a one-man radio department into what is credited with being one of Chicago's largest.

Ros was born in Chicago, Feb. 8, 1906. He organized a dance orchestra while attending Senn High School in 1921. At various times in those early days he waved the stick over such lads as Benny Goodman, Harry Goodman, Wayne King, Hal Stokes, Herbie Kay.

In 1925, after several years with his own orchestra at Chicago's Edgewater Beach, Drake Hotel, and on the Keith-Orpheum circuits, Ros disbanded his band to become pianist and arranger for Paul Whiteman's Collegians. Later in the same year he joined the staff of CKY, Winnipeg, where he announced, sang, and conducted an orchestra.

Early in 1926, Ros organized another band which served as staff orchestra on WGN (then WDAP, Chicago Board of Trade) while he played a series of Chicago engagements. One night the pre-jitterbugs were thronging the Sherman Hotel to hear the band when a fellow named Atlass came from the crowd and asked Ros to bring his boys to the Atlass home on Sheridan Road for a broadcast over a "radio set". Few know that it was one of the first broadcasts originated in the basement of the Atlass house where Les (now CBS vice-president at WBBM) and Ralph (now president of WJJD-WIND), carried on their experiments. Ros and his band went to town on the mike in the Atlass living room after the sly slogan of "We Broadcast Better Music" had been announced. Oddly enough, the first letters of the slogan coincided with the call letters, WBBM.

From 1926 to 1928 Ros toured the country with his band and found time to attend Northwestern University. Herbie Kay played banjo with Ros and in 1928 when Ros joined the R. E. Wilsey & Co. investment and securities firm, Herbie took over the band. With far too much energy for a routine business position, Ros managed to compose and publish the hit song "This Night Is Made for Love", in 1931. He wrote "Evening for Sale" in 1932, a second hit tune introduced by Dorothy Lamour.

Ros' present strenuous schedule takes him to New York nearly every other week for conferences on various network shows with his much-admired superior, C. Lawton Campbell, vice-president and radio director of Ruthrauff & Ryan, New York. But Ros still finds time to act as chairman of the Radio Committee of AAAA Central Council. Since flying so often between New York and Chicago, Ros has made flying his hobby and hopes to take a pilot's license in the near future.

Prize possessions has every man, but Ros' is unique. It's a small upright piano on which his many friends have burned their names with an electric soldering iron. The names include Jack Benny and Mary Livingstone, George Burns and Gracie Allen, Dorothy Lamour and Herbie Kay, Fannie Brice and many others well known in radio and stage. The piano can be found in the studios of Ruthrauff & Ryan where Ros took it from the game room of his home in suburban Winnetka on Chicago's north shore. The walls of the game room are decorated with copies of Ros' hit tunes, including "The Sandman's Lullaby" and "Rhythm Step".

In 1931 Ros married the charming Adrienne Grant. Where this well-liked young agency executive will stop no one knows. But in the agency section of Chicago's Loop his many friends have observed that so far the only thing stopping him is the raising of the Michigan Avenue Bridge.

Personal NOTES

CLEM H. YOUNG, national advertising manager of the *Sioux City Tribune*, has left that post to become commercial manager of KOWH, Omaha, recently acquired by the *Omaha World-Herald*, according to Vernon H. (Bing) Smith, manager. Mr. Young before last September had been with the Omaha newspaper for more than seven years.

H. LESLIE ATLASS Western division vice-president of CBS, returned early this month to Chicago aboard his 75-foot yacht *Alrema*, on which Chief Engineer Frank Falknor of WBBM accompanied him on the 3,000-mile three-week cruise from Florida via New York and the Great Lakes.

MERVIN J. FISCHMAN has been named commercial manager of WTAX, Springfield, Ill.

MAJ. EDWARD A. DAVIES, since 1937 sales director of WIP, Philadelphia, on June 5 was elected vice-president in charge of sales. A veteran radio executive, he was WIP's general manager in 1923 but left the station in 1932 to become director of radio for an advertising agency.

FORD BILLINGS, sales manager of WOWO-WGL, Fort Wayne, Ind., participated in the 80th commencement exercises of Wittenburg College, Springfield, O., on June 3. Mr. Billings, an alumnus of the college, was a panel member of the section discussing "What Does Freedom of the Press Mean Today?"

WALTER BEADELL, formerly in newspaper advertising and a member of the sales staff of WISN, Milwaukee, has joined the sales department of WOWO-WGL, Fort Wayne, Ind.

MARION LYONS has been appointed Suffolk representative of WTAR, Norfolk, by Sales Manager John New, succeeding Margaretta Smith, who has moved from the city.

MIKE HOLLANDER, general manager of KGGM, Albuquerque, N.M., has taken over supervision of KRQA, Santa Fe local, recently purchased by the owners of KGGM [BROADCASTING, June 1]. Laurence Martin, who sold the station, has severed his connection with it. Various staff changes are planned.

ALMA KITCHELL, commentator and assistant director of NBC women's activities department, on June 16 returns to her former home in Superior, Wis., to sing at the golden jubilee banquet given by the town in honor of Crown Prince Olaf and Princess Martha of Norway.

C. J. CATER, formerly account executive of KRKD, Los Angeles, has joined KFWB, Hollywood, in a similar capacity.

LOU KEPLINGER, manager of KARM, Fresno, Cal., on May 16 married Zelda Poulson of Colorado Springs, Col.

JOHN S. YOUNG, director of radio of the New York World's Fair, was one of the three Syracuse University alumni who received George Arents Pioneer Medals June 3 for outstanding achievement. Mr. Young is a member of the Class of '24. Others honored were Dorothy Thompson, columnist, and Dr. William M. Smallwood, head of the university's zoology department.

H. V. KALTENBORN, CBS news analyst, on June 12 received an honorary degree from Hamilton College, Clinton, N. Y. On June 19 a Doctor of Laws degree will be bestowed upon him by the University of Wisconsin, where he will deliver the baccalaureate address.

EARL J. GLADE, director of KSL, Salt Lake City, delivered high school commencement addresses in Salt Lake City, Ogden and four Idaho cities during the last two weeks in May.

JACQUES PARSON, general manager of Informations et Publicite, Paris firm representing the Paris Poste Parisien station, Radio-Luxembourg, Radio-Alger, Radio-Tunis and Radio-Saigon, sailed June 7 for the United States on the *Normandie* to contact advertisers and agencies.

MORTIMER LOEWI, vice-president and board chairman of Allen B. Du Mont Laboratories, Passaic, N. J., is in Hollywood for television conferences with executives of Paramount Pictures Inc.

W. A. WINTERBOTTOM, vice-president and general manager of RCA Communications Inc., on June 1 was honor guest of associates and friends at a dinner in New York's Downtown Athletic Club, where Edward J. Nally, RCA director, presented him with a gold watch commemorating his 25 years with the company.

JACK LIGHT, assistant manager of WTAR, Norfolk, is recovering from a recent operation. He is expected to be away from his work about a month.

HENRY M. JACKSON, Northern California sales manager of CBS, has been appointed chairman of the Radio Committee of the San Francisco Advertising Club.

WILLIAM CARLSON, sales manager of WROK, Rockford, Ill., recently married Kathryn McGovern. Kaye Kreamer, WROK director of woman's activities, in April married Carl Hammerstrom, of Rockford.

ALBERT E. STEPHAN, former FCC attorney now practicing law in Portland, Ore., has joined the law firm of Ridgway, Johnson, Kendall & Stephan. John C. Kendall, senior member of the firm, is a practitioner before the FCC.

JEAN MASSON, director of Radio Luxembourg, powerful longwave commercial broadcasting station in the Duchy of Luxembourg, arrived with Mrs. Masson in New York on the *Normandie* June 5 for a business visit.

DAVID SARNOFF, president of RCA, on June 15 was to speak at the commencement exercises of Suffolk University, Boston, his talk to be broadcast on the Colonial Network.

LAMBDIN KAY, director of WSB, Atlanta, has been elected president of the Social Planning Council of the Atlanta Community Chest.

BOB TAYLOR, of the Yankee Network promotion department, recently sailed from Gloucester, Mass., as one of the amateur crew of the schooner *Yankee*, bound for Bermuda.

ANNA NEWMAN, formerly with the art department of *Esquire* and B B D & O, has joined the business staff of WAPI, Birmingham.

AMOS BARON, KFI-KECA, Los Angeles, account executive, will marry Marilyn Fox of that city on June 17.

HARRY L. EARNSHAW, secretary-treasurer of Earnshaw-Young, Los Angeles transcribers, in early June was recovering at his Balboa, Cal., home from a streptococcic throat.

XUM

BEHIND the MIKE

ERNEST CUTTING, former talent analyst and director of auditions for NBC, has started a Talent Development Center to train and develop new artists and programs for radio. He plans to establish a recorded talent library through arrangements with several transcription studios. Headquarters are at 538 Fifth Ave., New York; phone, Vanderbilt 6-5995.

MARGARET C. SCHAEFER, assistant general manager and program director of WFIL, Philadelphia, since September 1938, resigned as of June 5 due to illness in her family, according to an announcement by Samuel R. Rosenbaum, WFIL president. Mrs. Schaefer plans to resume radio production and script writing as a free lance after a short interval.

KATHERINE DIERKEN, director of women's programs on WBAL, Baltimore, has been drafted for the part of Judith Canfield in a summer theater production of "Stage Door" opening June 26 in Guilford, Conn. Following this engagement, Miss Dierken will appear with the Severn River Players for three weeks of summer stock at Arnold, Md., where she will play the leads in "Yes, My Darling Daughter", "Post Road" and "Personal Appearance".

TED OBERFELDER, former production manager of Hearst Radio and now a promotion executive for the *Philadelphia Inquirer*, and Mrs. Oberfelder on June 9 became the parents of their first child, a seven pound daughter, Judy Anne.

EFFAY BEYNON, former director of women's activities of WROK, Rockford, Ill., and for the last year assistant continuity editor of WJJD, Chicago, has returned to WROK to succeed Kaye Kreamer. Miss Kreamer became Mrs. Carl Hammerstrom April 1.

ALLEN O. BROPHY, publicity and promotion director of WROK, Rockford, Ill., who holds a commission of Major of Infantry in the Army Reserve, has been elected president of the Rockford Chapter of the Reserve Officers Association.

JOHN McKNIGHT, of Silver Spring, Md., has joined the announcing staff of WAPI, Birmingham. He was a winner in the "Gateway To Hollywood Contest" from the Delaware-D. C.-Virginia-Maryland region.

STAN THOMPSON, assistant program director of WBBM, Chicago, is convalescing from an emergency appendectomy performed June 7.

DEANE BANTA, formerly with KWG, Stockton, Cal., recently joined KFBK, Sacramento, Cal., as announcer. He succeeds John Tobin, resigned.

RUSSELL FRANCIS HORGAN, member of the accounting staff at KYA, San Francisco, was married June 10 to Marian Dorothy Bernard, in Berkeley, Cal.

TALIAFERRO CLEMENT, formerly with KFPY, Spokane, Wash., recently was added to the announcing staff at KYA, San Francisco, succeeding Ned Burman, resigned.

GEORGE HAMAKER, continuity chief of WKY, and Mrs. Hamaker, are the parents of a seven pound daughter, Valerie Anne, born May 23.

E. H. CURTIS, announcer of WIBW, Topeka, Kan., on June 1 made his 1,000th consecutive broadcast as the *Noon News Reporter* for the H. D. Lee Mercantile Co., of Salina and Kansas City.

JOHN FACENDAS, newscaster of WIP, Philadelphia, is the father of a boy born June 3.

Jack Harris Promoted

JACK HARRIS, publicity director of WSM, Nashville, on June 5 was appointed director of the newly-created special events department in charge of all outside broadcasts, by Harry Stone, general manager. Mr. Harris will continue to handle station publicity as well as the *BC Sports Review*, and the nightly news feature *The World in Review* for Tasty Bread. Simultaneously, Mr. Stone announced that Tom Stewart, recently placed in charge of programs on the new experimental ultra-high frequency station W4XA, has been relieved of his duties as continuity editor of WSM. Ottis Devine of the WSM staff, was given that post.

Mr. Harris

CHARLES WRIGHT, program director of WELI, New Haven, Conn., was given a surprise party June 1 by the station staff in honor of his marriage June 17 to Jeanne Hrank, of Bridgeport, sister of Rudy Hrank, former WELI salesman now publicity representative for Horace Heidt. The staff gave him a $100 check as a wedding present.

DOROTHY DRAKE, recently appointed publicity director of WEEI, Boston, by Manager Harold E. Fellows, was the only woman to cover the sinking of the submarine *Squalus*. When word of the disaster was flashed to the station, Miss Drake joined the engineering crew who went to the Portsmouth Navy Yard to set up apparatus for broadcasting bulletins to CBS.

WOODROW HATTIC, for the last two years program director of WJBO, Baton Rouge, La., has been named by Manager Vincent Callahan as director of agriculture of WWL, New Orleans, where he is conducting the *WWL Farmer Program*.

RAY SOLLARS, continuity chief of KTUL, Tulsa, has returned to work after recovering from a recent operation.

FRED TEMPLE, formerly of WBAL, Baltimore, has joined the announcing staff of WFIL, Philadelphia.

ALFRED M. THOMPSON, vocal instructor of the local high school, has joined KSAL, Salina, Kan., for the summer to handle a regular announcing shift and direct musical programs and productions.

KEITH KIRBY, chief announcer, and Bill Baldwin, special events announcer, both of KSFO, San Francisco, have recovered from streptococci infections. Betty Casey, hostess at the same station, has returned to work after a three-month illness with a similar infection.

KLEVE KIRBY, announcer of WWL, New Orleans, is to marry Elsie Buiet, of the *New Orleans Item*, in June. Al Godwin, another WWL announcer, also is to marry Thora Spitzfadden this month.

CHARLES J. GILCHREST, former radio editor of the *Chicago Daily News*, has been appointed news editor of WBZ-WBZA, Boston-Springfield.

CARROLL CARROLL, J. Walter Thompson Co., Hollywood writer on the NBC *Kraft Music Hall* program, sponsored by Kraft Phenix Cheese Corp., is the father of a boy born June 4.

MERLE B. PETERSON, formerly chief engineer of KYOS, Merced, Cal., has joined the announcing staff of KJBS, San Francisco.

KAY SHAFFER, KEHE, Los Angeles, receptionist, has been named publicity director.

Girl Next Door

TO THE growing list of "alumni" of KWK, St. Louis, has been added the name of Betty Barrett, 14-year-old high school girl who has just been signed as a songstress on the NBC-Chicago staff. She is a discovery of Bert Igou, who a year ago needed a singer to accompany Al Sarli's Band. After many auditions, he lamented one night to his mother his difficulty in finding a suitable singer. She suggested the little girl next door, who was auditioned and clicked immediately. KWK boasts also of having started on the road to fame such talent as Harry Babbitt, now with Kay Kayser; Benny Ford and Tom, Dick & Harry, now with *Plantation Party;* the Bailey Sisters, now with Rudy Vallee; Garry Morfit, m.c. of NBC's *Club Matinee;* Tommey Birch, formerly with NBC, now with the St. Louis Opera.

FRANKIE BASCH, recently resigned from WMCA, New York, as women's commentator of special events, has opened an office with her husband, Charles Basch, eastern representative for Aerogram Corp., Hollywood, to produce and appear on her own programs. Headquarters are at 171 Madison Ave., New York; phone, Murray Hill 4-4717.

VICTOR F. CAMPBELL, formerly of WSYR, Syracuse, and WGR-WKBW, Buffalo, has joined the production department of WGY, Schenectady.

Meet the LADIES

MARJORIE B. WILLIS

AMONG the few women station managers, Miss Marjorie B. Willis of WTOC, Savannah, ranks high for ability and perspicacity. For behind the seemingly retiring nature of the Southern belle, she "runs the works" in firm and capable manner. She came to WTOC from the local chamber of commerce in 1929 with Bill Knight, its founder and president, who two years later appointed her manager while retaining the commercial managership for himself. In addition, she does a stint on the air herself, her daily *Feminine Hourglass* and *Everybody's Business* programs rating among the most popular on the station's schedule.

ELIZABETH ANN TUCKER, program director of the CBS shortwave department, on June 5 was married to W. Gillette Bird, a member of the New York Stock Exchange.

ERNEST BOYD, critic and radio dramatist, has resigned from NBC's script division to devote himself to outside writing.

FRED DODGE, formerly of WNBF, Binghamton, N. Y., has joined WFIL, Philadelphia, as production and continuity chief.

DAVID YOUNG, continuity editor of Don Lee Broadcasting System, Los Angeles, is the father of a girl born June 7.

JAMES HURLBUT, news editor of WJSV, Washington, has gone to Albuquerque, N. M., for an extended stay.

MICHAEL HINN, announcer of WLW, Cincinnati, on June 12 replaced Peter Grant on the six-weekly early-morning newscast series sponsored alternately on WLW for Rival Dog Food and Sweetheart Soap. Grant will confine his newscasting activities exclusively to evening programs.

ELVINA JENSEN, secretary to Lloyd E. Yoder, general manager of KPO and KGO, San Francisco, recently returned to her desk after a long absence due to injuries suffered when she was thrown from a horse last fall.

HERB HOWARD, formerly of WLS, Chicago, recently joined the announcing staff of WNAX, Yankton, S. D.

AMELIA UMNITZ, television fashion editor for NBC, spoke recently on "Television and Fashions" before a gathering of the National Fur Association.

AL WILLIAMSON has resigned as head of the Chicago office of Tom Fizdale Inc., publicity firm, and has announced no future plans. Edythe Dixon will be in charge of the Chicago office.

J. B. CLARK, sports commentator of WPTF, Raleigh, N. C., recently was elected secretary of the North Carolina State Junior Chamber of Commerce. He also is secretary of the Raleigh chapter of the organization.

JAMES ALDEN BARBER, program director of KGVO, Missoula, Mont., is the composer of "Blue Mood," accepted for publication and recording recently by Davis & Schwegler, Los Angeles.

WALTER ZAHRT, promotion and merchandising manager of WOAI, San Antonio, accompanied the San Antonio Chamber of Commerce on its recent goodwill tour to 30 towns in the city's trade territory.

HAL RAYNOR, Hollywood radio gag writer, has written a biography of Sam Dreben, title *The Fighting Jew*, which will be published shortly. Raynor, in private life is the Rev. Henry Scott Rubel, Glendora, Cal. Episcopal minister.

JEAN McGRAW recently joined the traffic department of WOAI, San Antonio.

BEN FREEDMAN, Hollywood writer, has been assigned to the NBC *Melody & Madness* program, sponsored by P. Lorillard Co. (Old Gold cigarettes).

JOHN G. KRESGE, graduate of Lafayette College, is to join KDKA, Pittsburgh, June 16 as librarian, succeeding Don Dixon, who is leaving the station to superintend music and dramatic instruction at a boys' camp during the summer and this fall to study music in New York.

BILL SCHWARTZ, on the production staff of KFWB, and Josephine Roltz, Hollywood, have announced their engagement.

REGINALD MILLER, formerly of KOL, Seattle, has joined the announcing staff of KOMO-KJR, Seattle.

EDDIE LYON, Texas State Network announcer, recently married Margaret Hart, of San Antonio, in Fort Worth.

ROBERT HURD, formerly a student in the radio department of the Cornish School, Seattle, has joined the announcing-production staff of KFPY, Spokane.

STILLMAN PREGNO, member of the NBC San Francisco music library staff, is the father of a girl born recently.

JOHN ALLEN WOLFE, CBS announcer in New York, is the father of a boy, born on his wedding anniversary, May 25.

ROBERT EWING, of the transcription department of NBC-Chicago, on June 3 married Florence Moeller, sales department secretary.

HAMILTON RIDDEL of the KNX, Hollywood, news bureau, and Beatrice Raser have announced their engagement. The wedding is planned for early July.

HUGH (Bud) ERNST, production manager of KMTR, Hollywood, and Gwynne Pickford, niece of Mary Pickford, were married May 31 in Las Vegas, Nev.

GORDON J. HORNER, formerly of WSAU, Wausau, Wis., has joined KTRI, Sioux City, Ia., as sports announcer.

WILLARD JOHNSON, of the announcing staff of WHO, Des Moines, is the father of a boy born recently.

BOB ANDERSON, KPO-KGO, San Francisco newscaster, and Miss Margaret Hanley, CBS sales staff secretary, will be married July 2 in San Francisco.

ROY MASON, former ship operator, has joined the announcing staff of KGNF, North Platte, Neb.

RALPH MINTON, formerly of WSMK, Dayton, O., has joined the announcing staff of WOWO-WGL, Fort Wayne, Ind.

Mrs. Royal Miller

MRS. IRENE H. MILLER, wife of Royal Miller, owner of KROY, Sacramento, Cal., and an automobile dealer in that city, died late in May, following a lengthy illness. Funeral services were held in Sacramento May 31. Besides her husband she is survived by three children, Mrs. Harold McKay, Charles H. and Royal Miller Jr., all of Sacramento.

Paul Hamman

PAUL HAMMAN, account executive on the sales staff of KMOX, St. Louis, died in St. John's Hospital, St. Louis, after a long illness. Funeral services were held June 3. With KMOX for the last six months, Mr. Hamman previously was national sales manager for Central States Broadcasting Co., operating KOIL, Omaha, and KFAB-KFOR, Lincoln. He is survived by his wife and two children.

Murrell Poor

MURRELL POOR, 40, known on the air as "The Old Pardner", died June 1 as a result of an auto accident when returning from a personal appearance with his Trading Post Gang. A veteran showman, he had been with WMMN, Fairmont, W. Va., for two years, serving at one time or another as program director, announcer, and producer of the *Sagebrush Roundup*, the largest travelling radio show in West Virginia. Before joining WMMN he was with stations in Wheeling, and Springfield, Ill.

MRS. EMILIE DEFUR, wife of Paul O. deFur, producer of WLW, Cincinnati, died May 23 in Fort Worth, Tex., following an operation. She had been ill for about six months.

Texas State Net Names Podeyn Sales Manager; Fenton Gets New Post

APPOINTMENT of George Podeyn, prominent Eastern radio man, as sales manager for the Texas State Network was announced June 5 by Elliott Roosevelt, TSN president. Frank S. Fenton, Eastern manager for TSN, becomes executive assistant to the president, in addition to his sales duties. He will continue to headquarter in New York, along with Mr. Podeyn.

Mr. Podeyn will work directly under John T. Adams, who last month became executive vice-president and general manager of TSN. He is the former Eastern sales manager of NBC and was radio director of BBDO for several years.

Mr. Fenton, also well-known in Eastern radio circles, was associated with Mr. Roosevelt while he was president of Hearst Radio Inc. He opened TSN's New York office in March. Because of Mr. Roosevelt's added duties as commentator on MBS, under sponsorship of Emerson Radio, he plans to divide his time between Fort Worth and the East. Mr. Fenton will supervise Eastern activities and coordinate his operations with those of Mr. Roosevelt.

GARDNER TO DIRECT NEW TEXACO SERIES

TEXAS Co., New York (gasoline), thru Buchanan & Co., that city, has renewed its CBS *Texaco Star Theatre* series, but will take an eight-week summer lay-off following the June 30 broadcast, returning to the network Aug. 30, Wednesdays, 9-10 p. m. (EST).

With resignation of Bill Bacher, producer of the series, because of "outside interference by agency and Texaco officials", Ed Gardner will take over production of the weekly CBS *Texaco Star Theatre* when it returns. Gardner, who recently produced the CBS *This Is New York*, was also Bacher's successor last year on the NBC *Good News*, sponsored by General Foods Corp. (Maxwell House Coffee). Bacher had resigned that post when difficulties arose with M-G-M over production of the show and Gardner had worked with Bacher as comedy director.

Current *Texaco Star Theatre* cast has been re-signed for the fall series. Gardner in addition to producing, will also do his "Archie" characterization. The dramatic spot will be dropped and if the sponsor is satisfied with Alexander Woollcott's efforts for the balance of this series, he will be resigned for fall, it is said. Woollcott made his debut on the show June 14 for three weeks.

83.4%*

of Milwaukee listeners tune regularly to their only community station

WEMP

THAT IS WHY WEMP GETS AMAZING RESULTS!

*National Advertising Marketing Survey

Things Happen Fast Out West . . .

And KDYL is on the Job with a Microphone

Alert, complete and showmanlike coverage of special events is one of the things that Salt Lakers have come to look for from KDYL. For we're always on the job when something of community interest is occurring.

And there are plenty of things happening all the time here in the west . . . plenty of things that keep dials tuned to KDYL. It is the sparkling showmanship we put into every program that has won KDYL first place in popularity in the Salt Lake area.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

All Year Club, Los Angeles, 8 *sa*, thru Lord & Thomas, N. Y.
American Chicle Co., Long Island City, N. Y. (Dentyne), 72 *ta*, thru Badger, Browning & Hersey, N. Y.
Gulf Refining Co., Pittsburgh (Gulfspray), 32 *t*, thru Young & Rubicam, N. Y.
Chr. Hansen Labs., Little Falls, N. Y. (Junket), 26 *ta*, thru Mitchell-Faust, Chicago.
Interstate Cotton Oil Refining Co., Sherman, Tex. (Mrs. Tucker's shortening), 3 *sp* weekly, thru Wilson-Crook, Dallas.
Skinner Mfg. Co., Omaha (Raisin-Bran), 150 *ta*, thru Ferry-Hanly, Kansas City.
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 5 *t* weekly, thru Wade Adv. Agency, Chicago.
Bewley Mills, Fort Worth, weekly *sp*, thru Cy Leland, Fort Worth.
Burris Mill & Elevator Co., Fort Worth, 5 *sp* weekly, thru Cy Leland, Fort Worth.

WFAA-WBAP, Dallas-Fort Worth

Procter & Gamble Co., Cincinnati (Fluffo Shortening), 75 *t*, thru Compton Adv., N. Y.
Pullman Co., Chicago, 4 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
James Heddon & Sons, Dowagiac, Mich. (fishing equipment), 39 *sa*, thru Rogers & Smith, Chicago.
Walker Remedy Co., Waterloo, Ia. (Walko poultry remedy), 5 *ta* weekly, thru Weston-Barnett, Waterloo.

WPTF, Raleigh, N. C.

Black Flag Co., Baltimore (insecticide), 52 *sa*, thru Al Paul Lefton Co., Philadelphia.
Larus & Bros. Co., Richmond (Domino cigarettes), 65 *sa*, thru Warwick & Legler, N. Y.
Atlantic Greyhound Lines, Raleigh, 52 *sa*, thru Beaumont & Hohman, Cleveland.
American Tobacco Co., New York (Roi Tan), 181 *ta*, thru Lord & Thomas, N. Y.

WLAW, Lawrence, Mass.

Sears, Roebuck & Co., Chicago, 6 *sa* weekly, thru local store.
Air Conditioning Training Corp., Youngstown, 3 *t* weekly, thru Weill & Wilkins, N. Y.
Diamond Spring Brewing Co., Boston, 6 *sa* weekly, direct.
Washburn Crosby Co., Boston (cereal), 6 *sa* weekly, direct.

WTAQ, Green Bay, Wis.

International Harvester Co., Chicago (twine), 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Leath & Co., Chicago (furniture), 300 *sp*, direct.
Babson Bros., Chicago (milkers), 52 *ta*, thru Matteson-Fogarty-Jordan, Chicago.

KOMA, Oklahoma City

Watch Tower Bible & Tract Society, Brooklyn, weekly *sp*, thru Acorn Agency, N. Y.
RCA-Victor Co., Camden, weekly *sp*, direct.

KSL, Salt Lake City

American Chicle Co., Long Island City, N. Y. (Dentyne), 72 *ta*, thru Badger, Browning & Hersey, N. Y.

WTMJ, Milwaukee

General Mills, Minneapolis, 300 *t*, thru Blackett-Sample-Hummert, Chicago.
First Wisconsin National Bank, Milwaukee (small loans), 580 *sa*, thru Scott-Telander agency, Milwaukee.
Chrysler Corp., New York, (DeSoto, Chrysler), 40 *ta*, thru J. Sterling Getchell, Detroit.
Barton Corp., West Bend, Wis., (washing machines), 30 *sa*, thru Kirkgasser-Drew, Chicago.
Richman Brothers, Cleveland (men's clothing), 13 *sp*, thru McCann-Erickson, Cleveland.
Marshall & Ilsley Bank, Milwaukee, (small loans), 40 *sa*, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.

WHN, New York

Berkey-Gay, New York (furniture), 6 *sp* weekly, thru Wallace-Lindeman, Grand Rapids, Mich.
Mrs. G. W. Ballard, Los Angeles (religious), 3 *sp* weekly, thru Ted Dahl Adv. Co., Los Angeles.
Federal Life & Casualty Co., New York, 18 *sp*, weekly, 13 weeks, thru Lewis King, Jersey City.
Kem Laboratories, Jersey City (liquid plant food), 3 *sp* weekly, thru Williams & Saylor, N. Y.
Zonite Products Corp., New York (Forhan's toothpaste), 5 *sp* weekly, 13 weeks, thru Cowan & Dengler, N. Y.
Sta-Tite Co., Astoria, L. I. (rug liquid), 3 *sp* weekly, 13 weeks, direct.

KHJ, Los Angeles

Dr. F. E. Campbell, Los Angeles (chain dentist), 20 *sa* weekly, thru Ted Dahl Adv. Agency, Los Angeles.
Helms Bakeries, Culver City, Cal. (home delivery), 5 *sp* weekly, thru Martin Allen Adv., Los Angeles.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 6 *sa* weekly, thru Atherton & Currier, N. Y.

WJZ, New York

Benrus Watch Co., New York, 5 *ta* daily, 52 weeks, thru J. D. Tarcher Co., N. Y.
American Beverage Co., New York (Dr. Brown's Cel-ray tonic), weekly *sp*, thru Lawrence C. Gumbinner, N. Y.

WKRC, Cincinnati

Zonite Products Corp., New York (Forhan's toothpaste), 2 *sa* weekly, thru Cowan & Dengler, N. Y.

CKOC, Hamilton, Ont.

Chr. Hansen's Lab., Toronto, 3 *t* weekly, thru A. McKim Ltd., Toronto.

WLS, Chicago

Firestone Tire & Rubber Co., Akron, 2 *sp* weekly, thru Sweeney & James Co., Cleveland.
Peter Paul Inc., N. Y., 3 *sa* weekly, thru Platt-Forbes, N. Y.
Midland Flour Milling Co., Kansas City, 2 *sa* weekly, direct.
All Year Club of Southern California, Los Angeles, 10 *sa*, thru Lord & Thomas, Chicago.
Chocolate Products Co., Chicago, 3 *sa* weekly, thru McCord Co., Minneapolis.
Stanco Inc., New York, 3 *sp* weekly, thru McCann-Erickson, N. Y.

WNEW, New York

Lake Hiawatha, Caldwell, N. J., 3 *sp* weekly, thru Jaspel, Lynch & Fishel, N. Y.
Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 15 *sa* weekly, 8 weeks, thru Wm. Esty & Co., N. Y.

KGO, San Francisco

Johnson, Carvell & Murphy, Los Angeles (Kellogg's Ant Paste), 3 *sa* weekly, thru Wm. A. Ingoldsby Co., Los Angeles.
RCA Mfg. Co., Camden, 6 *sp* weekly, direct.

KWOS, Jefferson City, Mo.

Maltby Coffee Co., Sedalia, Mo., (Golden Roast Coffee), 6 *sp* weekly, 52 weeks, direct.
Saratoga So-Good Potato Chip Co., St. Louis, 3 *sa* weekly, 13 weeks, direct.

WOV, New York

Acqua Lina Mfg. Co., Brooklyn, 3 *sp* weekly, direct.
P. Lorillard & Co., New York (Old Golds), weekly *sp*, 13 weeks, thru Lennen & Mitchell, N. Y.

WNAC, Boston

Bosco Co., Camden (milk amplifier), 78 *sp*, thru Kenyon & Eckhardt, N. Y.
Union Pacific Railroad, Los Angeles, 4 *t*, thru Caples Co., Los Angeles.

WABC, New York

Berkey & Gay, New York, division of Furniture Distributors of America, 6 *sp* weekly, thru Wallace-Lindeman, Grand Rapids, Mich.

KVI, Tacoma, Wash.

Dr. W. J. Ross Co., Los Alamitos, Cal. (dog food), *sp* weekly, thru Howard Ray Adv. Agency, Los Angeles.

WDRC, Hartford

Alfred Dunhill Cigarettes, New York, 65 *ta*, thru Biow Co., N. Y.

"We're on top in Washington too, since we bought WRC."

Pd. Adv.

WOR, Newark

Stanco Inc., New York (Flit), 5 *t* weekly, thru McCann-Erickson, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 2 *sp weekly*, thru Franklin Bruck Adv. Corp., N. Y.
John Morrell & Co., Ottumwa, Ia. (E-Z cut ham), 5 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Studebaker Corp., South Bend, Ind. (Champion automobiles), 2 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Union Pacific Railroad Co., Omaha, weekly *sp*, thru Caples Co., Los Angeles.

KNX, Hollywood

Supreme Olive Oil Corp., San Fernando, Cal. (olive oil), 6 *sp* weekly, thru Elwood J. Robinson Ad. Agency, Los Angeles.
Antrol Laboratories, Los Angeles (insecticides), 6 *sp* weekly, thru J. Walter Thompson Co., Hollywood.
Pillsbury Flour Mills Co., Minneapolis (flour), 6 *sp* weekly, thru Hutchinson Adv. Co., Minneapolis.
Chrysler Corp., Detroit (autos), 27 *sa*, thru J. Stirling Getchell, Detroit.
Supreme Bakery Co., Los Angeles (bread), 20 *sa* weekly, thru W. E. Long Co., Chicago.

KSRO, Santa Rosa, Calif.

Par Soap Co., Oakland, Calif. (soap) 6 *sa* weekly, direct.
Gardner Nursery Co., Osage, Ia. 3 *sp*, weekly thru Northwest Radio Adv. Co., Seattle, Wash.
Seven-Up Bottling Co., San Francisco, 12 *sa* weekly, thru Allied Adv. Agencies, San Francisco.
Diamond Match Co., Chico, Cal. (lumber, hardware), 3 *sa* weekly, direct.
Retirement Life Payments Assn., Los Angeles (old age pensions), 6 *t*, weekly, thru Cinema Adv. Agency, Hollywood.

WHK, Cleveland

Firestone Tire & Rubber Co., Akron, 2 *t* weekly, thru Sweeney & James, Cleveland.
Crowell Publishing Co., New York, 2 *sp* weekly, thru McCann-Erickson, N. Y.
Seiberling Rubber Co., Akron, daily sp, thru Meldrum & Fewsmith, Cleveland.
Air Conditioning Training Corp., Youngstown, 3 *t* weekly, thru National Classified Adv. Agency, Youngstown.

WFIL, Philadelphia

Stanco Inc., New York (Flit), 5 *t* weekly, thru McCann-Erickson, N. Y.
Utilities Engineering Institute, Chicago, weekly *t*, thru First United Broadcasters, Chicago.

WCLE, Cleveland

Everybody's Poultry Magazine, Cleveland, 5 *sp*, thru Campbell-Sanford Adv. Co., Cleveland.
E. W. Rose Co., Musterole Co., Cleveland (proprietary), daily *sp*, thru Lustig Adv. Agency, Cleveland.

WLW, Cincinnati

Stanco Inc., New York (Flit), 5 *sp* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Industrial Training Corp., Chicago, 2 *t* weekly, *sp* weekly, thru James R. Lunke & Associates, Chicago.

KPO, San Francisco

Mutual Citrus Products Co. Anaheim, Calif. (Pectin) 2 *sa* weekly, thru Charles H. Mayne Co., Los Angeles.
Studebaker Corp., South Bend, Ind. 2 *t*, weekly, thru Roche, Williams & Cunnyngham, Chicago.

KDYL, Salt Lake City

Acme Breweries, San Francisco, 78 *sa*, thru Emil Brisacher & Staff, San Francisco.
Chrysler Corp., New York, *sa* series, thru J. Sterling Getchell, Detroit.

Radio Advertisers

JOHN MORRELL & Co., Ottumwa, Ia., (E-Z Cut Ham), consistent users of radio, thru Henri, Hurst & McDonald, Chicago, on June 7 started a test campaign on KNX, Hollywood, using a thrice weekly quarter hour program, *Mr. Hamp Goes To Town*, which features Charley Hamp in pianologues. Contract is for 13 weeks. Firm also uses twice weekly participation in Norma Young's *Happy Homes* on KHJ, Los Angeles.

SHEFFIELD FARMS Co., New York (dairy products), on June 19 and 20 will start two programs on WEAF, New York, for 13-week periods — *Capt. Tim Healy's Stamp Club*, which will originate from the National Dairy Products Co. Bldg. at the World's Fair, three 10-minute early evening periods weekly, and *Morning Market Basket*, a buying guide for women by Isabel Manning Hewson, three 15-minute evening periods weekly. N. W. Ayer & Son, New York, places the account.

LAWRY'S PRODUCTS Inc., Los Angeles (Lawry's seasoned salt), new to radio, in a Southern California test campaign, on June 7 started using weekly participation in Agnes White's *California Kitchen* and Art Baker's *Notebook* on KFI; *Norma Young's Happy Homes* on KHJ and *Sunrise Salute* on KNX. California Adv. Agency, Los Angeles, has the account.

GRUEN WATCH Co., Cincinnati, on July 11 starts *Todd Hunter and the News* on WBBM, Chicago, thrice weekly quarter-hour series. McCann-Erickson, N. Y., handles the account.

MELO-PAYA BOTTLING Co., St. Louis (Melo-Paya soft drink), on June 1 started a transcribed 5-minute program, *The Reporter of Odd Facts*, three mornings weekly on KWK, St. Louis, thru Kelly, Stuhlman & Zahrndt, St. Louis.

LOS ANGELES SOAP Co., Los Angeles (White King soap), thru Raymond R. Morgan Co., Hollywood, on May 31 renewed for 13 weeks, its thrice-weekly participation in *Early Morning News* on 15 California Don Lee network stations (KHJ KFRC KGB KDB KFXM KPMC KIEM KQW KVEC KDON KVOE KTKC KXO KVCV KHSL). Firm in addition is using five weekly spot announcements on KFI, Los Angeles, and KNX, Hollywood.

SOUTHERN CALIFORNIA Retail Fur Merchants Assn., which recently appointed Glasser Adv. Agency, Los Angeles, to service its account, in a four-week summer campaign which started May 29 is sponsoring participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood.

Resort Advertising

KWTO, Springfield, Mo., sees a ripe field for commercial accounts in resort advertising this summer, having itself signed five resort regions for a total of 210 programs per week plus two additional resorts using spot announcements. The Ozark region is promoted, and John E. Pearson, KWTO national advertising manager, states that business firms contiguous to the resorts are also buying time to get their share of the increased purchasing by summer visitors.

WIND, Gary, Ind., on June 5 started a six-weekly afternoon race track series featuring Ted Williams and sponsored by Axton-Fisher Tobacco Co., Louisville (20 Grand); R. B. Semler Inc., New York (Kreml hair tonic); Walgreen Drug Co., Chicago, and Burlington Brewing Co., Chicago. For the present the 3½-hour daily broadcast consists of complete summaries of all races aired as soon as the races are run, with recordings and CBS sustaining programs broadcast between races. Agencies for the accounts are respectively, McCann-Erickson, N. Y.; Erwin, Wasey & Co., N. Y., Schwimmer & Scott, Chicago. The Burlington account is placed direct.

BERKEY & GAY, New York, division of Furniture Distributors of America, on May 31 and June 1 started two five-minute programs on WABC, New York, *A Tune for Today*, Mon., Wed., Fri. 8:05-8:10 a. m. and *Odd Side of the News*, Tues., Thurs., and Sat., 8-8:05 a. m. The company also sponsors Adelaide Hawley on WOR, Newark, thrice-weekly from 8:25-8:30 a. m. Wallace-Lindeman, Grand Rapids, Mich., is the agency.

HUDSON MOTOR CAR Co., Detroit, has started Billy Repaid in a thrice-weekly quarter-hour disc series on WGN, Chicago. Brooke, Smith & French, Detroit, handles the account.

SEARS, ROEBUCK & Co., Chicago, on July 3 starts *Grandma Travels*, five-weekly quarter-hour disc series on KMMJ, Grand Island, Neb. Blackett-Sample-Hummert, Chicago, handles the account.

TAYLOR WASHING MACHINE Co., Chicago, has started *The Movie Tatler*, featuring Hal Tate in a five-weekly quarter-hour morning series on WJJD, that city. Charles Silver & Co., Chicago, is agency.

AMERICAN BEVERAGE Corp., Brooklyn, which now controls Dr. Brown's Cel-Ray, celery tonic, is resuming advertising for that product through Lawrence C. Gumbinner Adv. Agency, New York. It is using two half-hour programs weekly on WJZ—a junior quiz titled *Name It and Take It* with Eddie East, Fridays at 5 p.m., and Ernie Fiorita's orchestra with Benay Venuta on WOR, Mondays at 8:30 p.m.

LIEBMAN BREWERIES, Brooklyn (Rheingold beer), has added WNBX, Springfield, Vt., WCSH, Portland, Me., and WCAX, Burlington, Vt. to the list of eight stations already carrying the weekly half-hour transcribed program, *Calling All Cars*, a Tested Radio Productions feature. Lord & Thomas, New York, places the account.

BOSCO Co., New York (milk amplifier), on June 5 started six local news programs weekly on WNAC, Boston, using the five-minute spots immediately following the *Yankee Network News*, 8-8:15 p.m. The company also sponsors thrice-weekly news periods on WGN, Chicago. Kenyon & Eckhardt, New York, handles the account.

GREAT WESTERN SUGAR Co., Denver, has signed a long-term contract for four daily announcements on KTUL, Tulsa.

WTMJ Gridiron Plans

WADHAMS OIL Co., Milwauke, will sponsor both the Saturday University of Wisconsin and Sunday pro games of the Green Bay Packers during the forthcoming gridiron season, with Russ Winnie at the WTMJ microphone for both the home and away games. The Green Bay team's games are the only ones in the National Football League not to be handled next season by General Mills [BROADCASTING, June 1] since WTMJ has had them under exclusive contract for more than a decade. Scott-Telander Adv. Agency, Milwaukee, handles the Wadhams account.

THE Federal Trade Commission has issued a complaint against Refrigeration & Air Conditioning Institute, Chicago, for allegedly implying in its advertising that all graduates of its courses will be absorbed by the two industries, and that it is the official training agency of the industries.

America's 4th Market

KEHE

780 Kc

is GOOD Insurance in Los Angeles

Buy Us TOO and INSURE Your RESULTS!

MINIMUM EXTRA COST MAXIMUM EXTRA RESULTS

WHOM

JOSEPH LANG, *Manager*

New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market!

Full-time foreign language programs in New York area.

Italian *German*
Polish *Yiddish*

5,000,000 POTENTIAL AUDIENCE

"LOOMING BIG ON THE SKYLINE OF DIXIE"

WBIG in Greensboro, N.C.

has been authorized to increase its power from 1000 watts to 5000 watts daytime, and is installing the newest and most modern transmitting equipment on a new site.

Station WBIG centers the richest and most prosperous area in the new south.

Here 73% of the industries and 93% of the industrial capital of the state contributes to the income and buying power of this outstanding market.

5 kw

Means more power, more service for this rich and populous area!

ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA

EDNEY RIDGE DIRECTOR

George P. Hollingbery Co. Natl. Reps.

Harms to File Test Suit On Arrangement Rights

A TEST suit will be filed by Harms Inc., music publishers, against RCA Mfg. Co. in the U. S. District Court in New York soon to determine whether the compulsory license clause of the national copyright law gives the manufacturer of a phonograph record the right to make a special arrangement of a copyright number, or whether the copyright holder can force the recorder to use a stock arrangement or take out a separate license for special arrangement rights. Reason for the suit is the desire of music publishers to collect additional royalties from records used commercially, either on the air or in coin machines.

Suit will be based on one of the several Victor recordings of "Rendevous Time in Paris", on which Harms holds the copyright. Harms advised RCA that it was not permitted to use any arrangement other than that made by Harms. Each of the records uses a special arrangement. It is understood that both the publishing and recording industries have agreed to accept the ruling of the court as final on whether the special arrangement right is separate form or contained in the compulsory license.

CHIEF OF POLICE for a day, May 27, during the Shrine Convention and the silver jubilee of Moslah Temple, Sam H. Bennett (left), manager of KTAT, Fort Worth, is handed his official badge and gun by Chief of Police Karl Howard, candidate and eventual winner of the Shrine ring.

Kay Kyser Disc Repeat

TO GAIN an even wider audience for the Lucky Strike program, *Kay Kyser's College of Musical Knowledge*, heard on NBC-Red Wednesday evenings, American Tobacco Co., New York, has arranged for Millerfilm Co. to record the full hour program each Wednesday for rebroadcast the following evening on WOR, Newark, 8-9 p. m., starting June 15 on a 13-week basis.

Iodent Returns

IODENT CHEMICAL Co., Detroit (tooth paste), is using a series of one-minute spot announcements on KITE, Kansas City. It is understood the firm will use announcements on four Midwestern stations in a test campaign. Vanderbie & Rubens, Chicago, handles the account.

CBS on June 15 inaugurates its fifth season of concert broadcasts from Lewisohn Stadium, New York, with music by the New York Philharmonic-Symphony Orchestra under the direction of leading guest conductors.

Standard Building Tax Free Library

Already Has 900 Numbers on Its List, Blink Divulges

STANDARD RADIO on June 5 disclosed that during the last 15 months it has been building up a library of "tax free" musical selections and is now releasing an average of 48 new tax-free selections monthly. The announcement marked the company's first disclosure of its policy concerning tax-free recordings. Milton Blink, head of Standard's Chicago office said, "We set out quietly more than a year ago to build up the tax-free portion of our library service. By constant and judicious choice of selections, we have recorded approximately 900 separate selections on which no copyright fee is required, and for which no special performing rights license is necessary. By December, 1940, we will have almost 2,000 musical selections tax-free for stations subscribing to the service."

The Standard Program Library, according to Mr. Blink, releases 100 new musical selections each month, so that the tax-free portion now constitutes nearly one-half of its output of new material.

All Types of Music

"We are now prepared to furnish any station desiring it a completely tax-free library service with both basic library and new releases free of copyrights. Practically all types of music are available in this special library, but we are not attempting to grind out an arbitrary number of so-called new dance selections. Danceable numbers for the present consist mainly of tangoes and rhumbas and novelty material," he said.

"Tax-free music is generally thought of as consisting only of selections on which copyrights have expired, or whose copyrights were not perfected owing to some fault or flaw in the filing. However, a large percentage of Standard's tax-free selections are manuscript (MSS) selections, written by well-known musicians, conductors and arrangers, professionally active and of high standing in radio and music fields. Among the composers whose outstanding selections are included in Standard's tax-free category are Gene Austin, Frankie Traumbauer, Gary Speare, Andy Iona, Aaron Gonzalez, Ken Darby and Jerry Shelton."

C. P. MACGREGOR, head of C. P. MacGregor Co., Hollywood transcription concern, was to leave June 16 on a 30-day business trip in the East. He will be joined in New York July 8 by his sales manager, M. J. Mara.

KFYR

packs a mighty wallop out here in the great Northwest

The only single station that blankets the Red River Valley of Western Minnesota and Eastern North Dakota on the one hand

AND

the Rich Black Hills of Western South Dakota and the irrigated lands of Eastern Montana on the other.

Let Us SELL Your Story

550 Kilocycles
NBC Affiliate

KFYR

5000 Watts—Day
1000 Watts—Night

Meyer Broadcasting Company
BISMARCK • NORTH DAKOTA
GENE FURGASON & CO., National Representatives

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

TRANSCRIPTIONS

RADIO ATTRACTIONS, New York, will distribute the second series of 78 transcribed episodes of *The Shadow of Fu Manchu*, currently in production by Fields Bros., Hollywood. Latter firm produced the initial series of 78 episodes, with Radio Attractions distributing. Fields Bros. originally planned to distribute as well as produce the second series. A new contract was signed in early June by Herbert Ebenstein, president of Radio Attractions and Harry David Fields, executive vice-president of Fields Bros. for the former concern to distribute the entire series.

ELI OBERSTEIN, former manager of artists and repertoire for RCA Mfg. Co., Camden, has opened offices of the United States Record Corp., at 1775 Broadway, New York, and plans to start shipping transcriptions shortly after July 4. Until new studios are set up in New York this summer, World Broadcasting System will make the master records, pressings of which will be made by the Scranton Record Corp., Scranton, Pa. Telephone number of the new company is Circle 6-7750.

THE NEWSPAPER strip *Dan Dunn —Secret Operative No. 48*, created by Norman March in Chicago, has been taken for complete radio and motion picture rights by A. B. Lapic, Hollywood independent film producer. Production of a 156-episode, quarter-hour transcribed serial was started at Aerogram Corp. Hollywood studios in mid-June. Maurice Zinn, film writer, is adapting the series, with James Allen directing. David Starling, KFWB, Hollywood, news commentator, is narrator. Musical arrangements are by Jack Stanley who also directs the orchestra. Lou Marcelle who portrays Fu Manchu in *Shadow of Fu Manchu*, has been cast as Dan Dunn in the new serial. Other cast members include Lucile Meredith as Kaye; Myron Gary as Erwin Hibbs and Ray Largay as Parkhurst.

STANDARD RADIO, which has acquired the special library of *Donald Novis Sings* from Radio Features Inc., Hollywood, reports that it has been released commercially on nearly 50 stations, with sponsors including: Evans Fur Co., WMAQ, Chicago; First Federal Savings & Loan Co., KTSM, El Paso; Franklin Ice Cream, WDAF, Kansas City; Sweet-Clean Laundry, KQV, Pittsburgh; M. & M. Baking Co., WHEB, Portsmouth, N. H.; Joslin Dry Goods Co., KLZ, Denver; Mississippi Power & Light Co., WJDX, Jackson.

NBC *Thesaurus* the latter part of May sent all Canadian subscribers a special script, *Royal Cavalcade*, written by J. A. Shaw, program director of CFCF, Montreal, in honor of the Canadian visit of King George and Queen Elizabeth of Great Britain, for broadcast during the royal tour.

AL CLAUSER'S *Oklahoma Outlaws*, musical quintet of WIBW, Topeka, Kan., is to leave for Hollywood July 20 for two weeks, where the group will make a new transcribed series of their own compositions for Standard Radio. Negotiations also are under way for a film appearance for the quintet.

FIELDS BROS., Hollywood, on June 20 will start production of a 52 quarter-hour transcription series titled *My Prayer Was Answered*. J. Donald Wilson will direct. The series was written by Virginia Cook and William Thompson.

TELECAST Corp., Hollywood distribution agency of transcribed programs, has moved its offices to 8782 Sunset Blvd., that city. The company has issued a brochure describing its serial, *The Shannons*, in which Jimmy, Lucille and Russell Gleason portray the characters they made famous on the screen.

CBS Selects New Name, Columbia Recording, for Subsidiary Record Firm

AMERICAN RECORD Corp. of Bridgeport, Conn., recently purchased by CBS as a subsidiary operation, will be known hereafter as Columbia Recording Corp., according to an announcement June 7 by Edward Wallerstein, president.

Simultaneously, Mr. Wallerstein announced appointment of H. S. Maraniss as assistant to the president. Coming from the RCA Mfg. Co., where he handled distribution, merchandising, advertising and sales promotion, Mr. Maraniss has been in the record business for many years and has a wide acquaintance with distributors, dealers, coin operators and sales people. A graduate of Harvard, he was a captain in the Army and has been engaged in the record business since the war.

In announcing the change in name, Mr. Wallerstein said no other functions of the company will be altered. The new name serves to identify the organization more closely with its parent company. Columbia manufactures Columbia, Brunswick and Vocalion records. Executive, sales and advertising offices were moved May 19 from New York to enlarged quarters at the company's factory in Bridgeport. The factory has been modernized and renovated, and is devoted exclusively to the manufacture of records for home use.

CBS' plans involving transcription production for broadcast use have not yet crystallized. Negotiations for the acquisition of World Broadcasting System by CBS were broken off some weeks ago. At that time WBS announced its intention of expanding its present operations in the transcription field while CBS stated it would make an announcement at a later date regarding its plans in the broadcast recording field.

Skelly to Use 20

SKELLY OIL Co., Kansas City, on Sept. 25 will start *Captain Midnight*, five-weekly quarter-hour disc series, on approximately 20 stations throughout the country. Blackett-Sample-Hummert, Chicago, is agency.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

1,548,109 people are within WDRC's good listening area. These people, who listen regularly to WDRC, have money to spend! Increase your sales by reaching this potent market over WDRC!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

KSFOCUS

BUSINESS THAT'S PART OF OUR PLEASURE is to cover events that are important to our trade area. When ceremonies in a San Leandro cornfield gave Metropolitan Oakland a new Chrysler plant and increased wealth, KSFO's equipment was on hand. The smiling gent is K. T. Keller, Chrysler president.

SPELL IT AND YOU CAN HAVE IT! At least, that's the way we feel about some of the words on the Duart Spelling Bee-Liner engineered by Radio Director Tom Brenneman from Long's Advertising Agency. This show, begun locally, is now a CBS-Coast feature. Anyway you spell it, however, KSFO has spelled success on this program... as it can on yours.

PLEASURE THAT'S PART OF OUR BUSINESS is finding and developing talent. Carol Lucas was discovered by Dick Aurandt, KSFO musical director, won Gateway to Hollywood competition, and now gets a try at pictures. You can win Gateway to Northern California competition any day with KSFO.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO

KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night

PHILIP G. LASKY, General Manager

National Representative: FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM

One Out of Six Dailies Carries a Radio Column

OF THE 1,936 daily newspapers in the United States, 340 carry radio columns, according to a survey recently conducted by William Ray, director of public relations of NBC-Chicago. A breakdown of the 340 papers publishing radio columns indicates that 289 carry the columns daily, 133 use them in Sunday editions and 44 only on Sundays.

Advance program information only is given in 269 of the papers with 177 using it daily, 54 printing it daily and Sunday, and 38 papers using it only in their Sunday editions. It was found that 20 of the papers having station affiliations with NBC used NBC advance program releases exclusively; similarly, 16 used CBS releases and seven used MBS releases exclusively. The survey showed that 19 used only material on some one station not affiliated with a network. The radio column of Associated Press was found to service 84 of the 340 daily papers. Of the total, 52 papers used art work daily and 71 used it in Sunday editions. The majority of the radio columns were unsigned and it could not be determined how many daily papers have radio editors. Mr. Ray's survey was based on tear-sheets of radio pages from newspapers all over the country which were analyzed in cooperation with the Advertising Checking Bureau.

Just Starting

A LONG-DISTANCE chess game is still being carried on between Frank Nelson of the NBC program traffic department in San Francisco and Mannie Segal of the Radio City staff in New York. They send the moves to each other by mail. Nelson reported that neither has any advantage yet — they've been playing only 16 weeks.

Elliott's MBS Hookup

EMERSON Radio & Phonograph Corp., New York, through MBS has expanded the scope of the news commentaries broadcast three times a week by Elliott Roosevelt from a regional to a national basis, by adding WOR, Newark, WOL, Washington, and WAAB, Boston, to the 23 stations of the Texas State Network previously carrying his commentaries. Title of the broadcasts, Tuesdays, Thursdays and Saturdays, 6:15-6:30 p.m. (EST), has also been changed from *Texas in the World News* to *America Looks Ahead*. Grady & Wagner Co., New York, is agency in charge of Emerson advertising, but Warren Lightfoot of Lightfoot Associates, New York, who acts as sales promotion counsel to Grady & Wagner, is handling the Roosevelt broadcasts.

KFRO, Longview, Tex., has been authorized by the FCC to shift its frequency to 1340 kc. with 1,000 watts full time. It now operates with 250 watts daytime only on 1370 kc.

AGENCY Appointments

T. M. SAYMAN PRODUCTS Co., St. Louis (soap & salve), to Gardner Adv. Co., St. Louis.

PETER DOELGER BREWING Co., Harrison, N. J., to Rossette & Hartwig Adv., N. Y.

POSTAL TELEGRAPH-CABLE Co., New York, to Biow Co., N. Y.

WEST COAST-Manchester Mills Inc., Los Angeles (Matetex swimming suits), to Logan & Rouse, that city.

COAST FEDERAL Savings & Loan Assn., Los Angeles (loans), to Robert F. Dennis Adv. Agency, that city.

INGERSOLL-WATERBURY Co., Waterbury, Conn. (watches-clocks), to Charles W. Hoyt Co., New York.

CENTENNIAL FLOURING MILLS Co., Seattle, to Milne & Co., Seattle.

SUPREME OLIVE OIL Corp., San Fernando, Cal., to Elwood J. Robinson Adv. Agency, Los Angeles. Planning radio campaign on West Coast.

HEIDELBERG BREWING Co., Covington, Ky., to Keelor & Stiles Co., Cincinnati.

Bristol-Myers Plans

BRISTOL-MYERS Co., New York, on July 5 will double up its two NBC programs into the Wednesday evening 9-10 spot with *What's My Name*, the summer substitute for Fred Allen, using the first half-hour for Ipana and Sal Hepatica, and the second half replacing the Vitalis program *For Men Only*, currently heard on Tuesday nights. Contract for both programs is 13 weeks on 53 NBC-Red stations. Pedlar & Ryan, New York, is agency.

Texas Station Elects

GEORGE BENNITT, co-publisher with his brother Russell Bennitt of the *Sweetwater* (Tex.) *Reporter*, has been elected president of Sweetwater Radio Inc., which on May 24 was authorized by the FCC to erect a new 250-watt daytime station (KXOX) in that community to operate on 1210 kc. [BROADCASTING, June 1]. He succeeds R. M. Simmons, cottonseed oil merchant, who remains as a minority stockholder, the Bennitts owning 75 of the 125 issued shares. It was erroneously reported by BROADCASTING that Houston Harte and Bernard Hanks, Texas station and newspaper operators, held an interest in the *Sweetwater Reporter*, but they sold it to the Bennitts several years ago.

THE HOUSE THAT *Programs* BUILT

Give your audience programs they understand . . . music they love . . . service to meet their problems. Sales and inquiries will then take care of themselves.

Broadcasting Axiom

For fifteen years, WIBW has built Kansas programs for Kansas people . . . simple, "homey" programs . . . informal in their speech and music as the visit of a friend and neighbor. Newscasts abound with local "items." Service features answer questions directly affecting the listener's welfare. WIBW programs are a definite part of Kansas home life.

That's why we've been able to build this finest of modern transmitters. Now, with tremendously increased coverage, WIBW is ready to take your sales message, with programs that sell, into 361,980 friendly, buying homes.

WIBW *"The Voice of Kansas"*
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

PACIFIC NATIONAL Adv. Agency

Agencies

is the new name of the Izzard Co., Seattle, according to an announcement by President William H. Horsley. Reasons for the change of name were given as "expansion of the company and retirement from the business several years ago of one of the principals, whose name the company has borne many years".

HARRY F. ANDERSON, formerly NBC western division sales manager, headquartered in San Francisco, has joined Barton A. Stebbins Adv. Agency, Los Angeles, in an executive capacity. Nationally known in radio and advertising. Mr. Anderson, for the last two years has been business manager of the *Honolulu Advertiser*.

WILLIAM MAILLEFERT, radio time salesman for Compton Adv., has become radio timebuyer as well, assuming the duties formerly handled by Murray Carpenter, who has been transferred to another position within the agency.

WALTER GUILD, producer of KSFO, San Francisco, recently was appointed radio director of Sidney Garfinkel Adv. Agency, San Francisco.

RICHARD EARL SHARP, formerly of KMOX, St. Louis, has joined Anfenger Adv. Agency, St. Louis, as director of radio. Richard L. Scheidker has been transferred to the agency's New Orleans office.

CEDRIC W. TARR has been appointed copy director of Buchanan & Co., Los Angeles. He was formerly partner in the defunct agency of Tarr & Miles Inc. Kenneth M. Miles of that firm is now an executive of Richard T. Clarke Co., Beverly Hills, Cal.

CHARLES M. VAN WHY, for nine years with Young & Rubicam, New York, and more recently with Singer Sewing Machine Co., New York, has joined the traffic department of Compton Adv., New York.

ROBERT F. DENNIS Adv. Agency has been formed with headquarters at 617 S. Olive St., Los Angeles, and correspondent offices in San Francisco, Chicago and New York. Mr. Dennis, principal in the new firm, for five years was associated with Elwood J. Robinson Adv. Agency, Los Angeles, as account executive.

WALTER BARBER, space buyer of Compton Adv., New York, on June 2 married Florence Gaffney, also a member of the same agency.

A. G. MacFADYEN, formerly of N. W. Ayer & Son, San Francisco, has joined Shattuck & Ettinger Adv. Co., Beverly Hills, Cal., as account executive.

G. BROWN BRADSHAW, formerly with Norman Tolle & Associates, Scholtz Adv. Agency, and the *San Diego Sun*, has joined Sammis & Darling Adv., as vice-president in charge of production. The firm has been changed to Sammis, Darling & Bradshaw, with Herbert F. Sammis, formerly production head, in charge of radio and public relations. William R. Darling Jr. continues as president.

MANN HOLINER, radio director of Lennen & Mitchell, after six weeks in Hollywood completing arrangements for the NBC Woodbury's *Hollywood Playhouse* summer series, has returned to New York.

JACK ROACH, formerly with the CBS special events department, on June 5 joined the radio department of N. W. Ayer & Son, New York.

TONY STANFORD of J. Walter Thompson Co., Hollywood staff, has taken over production of the NBC *Kraft Music Hall* program during the absence of Bob Brewster, who was married in New York to Jane Witherspoon on June 15.

JOHN STROCK, formerly announcer-producer of KFWB, Hollywood, has been appointed radio director of Faraon Jay Moss Inc., that city.

Joins Katz Agency

ELIZABETH BLACK

POPULAR "Beth" Black, one of the best known timebuyers in the agency field, has relinquished her post with Ruthrauff & Ryan to join the New York office of The Joseph Katz Co., national agency with headquarters in Baltimore. She will, of course, specialize in radio. John T. McHugh continues as director of media on all accounts serviced by the Katz Baltimore office.

MILTON BIOW, president of Biow Co., New York, on May 30 sailed for Europe on the *Normandie* for a month's vacation.

ROBERT W. FLING, formerly of Standard Radio and more recently with Press Radio Features, Chicago, has joined the Ralph Heineman Adv. Agency, Chicago, as radio director. The agency recently moved to 737 N. Michigan Ave.; phone, Delaware 3939.

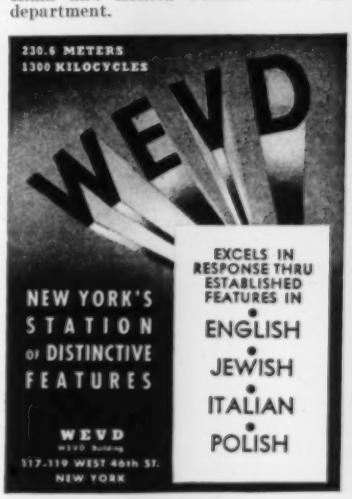
RAY MOUNT ROGERS, formerly copywriter with Bowman Deute-Cummings, San Francisco, recently joined Gerth-Knollin Adv. Agency, San Francisco.

ARTHUR A. KRUEGER, Einar Pederson and Floyd L. Murphy have formed Western Advertising & Service Exchange, at Seattle.

HUBBELL ROBINSON, radio production manager of Young & Rubicam, after two months in Hollywood, has returned to New York.

WARD WEBB has resigned as head of new radio business of Ruthrauff & Ryan, Chicago, and has announced no future plans.

CONSOLIDATED Radio Artists, New York, national band booking agency, has appointed Everett N. Crosby Inc., Hollywood talent service, as its western representative. Pete de Lima and Arnold Pissani head the department.



Reps

HOWARD H. WILSON Co. on June 1 became national representatives of KTSA, San Antonio, now under the same ownership as KGNC, Amarillo, KFYO, Lubbock, and KRGV, Weslaco, also represented by Wilson. The Wilson company has also been appointed by WDZ, Tuscola, Ill., KGHF, Pueblo, Colo.; WDEV, Waterbury, Vt.

PAUL H. RAYMER Co., has been named national representative of the new KWFT, Wichita Falls, Tex., shortly to start operating as a regional outlet with a CBS affiliation.

GENE FURGASON & Co., station representatives, announces the opening of a West Coast branch office at 681 Market St., San Francisco. Homer Griffith, veteran station manager and former Chicago agency account executive, has been appointed manager.

WILLIAM C. FLYNN, western advertising manager of the *Brooklyn Eagle* since 1934 with headquarters in Chicago, and previously with the same newspaper in New York for nine years, has joined the Chicago staff of Weed & Co., station representatives.

Walker's N. Y. Office

R. L. FERGUSON, formerly commercial manager of WLW, Cincinnati, general manager of WINS, New York, and more recently with WCLO, Janesville, Wis., has been named head of the New York office of Wythe Walker & Co., national representatives. He has established offices at 22 West 48th St. The firm has announced representation of KOAM, Pittsburg, Kan.; WHB, Kansas City; WEW, St. Louis, and WTAD, Quincy, Ill.

Booklet on NBC Policies

AFTER several months of preparation, NBC has issued the text of its new policies in a booklet, "Broadcasting in the Public Interest," being distributed to all NBC clients and their agencies. The 80-page booklet covers policies applicable to all programs, special type programs, commercial standards and unacceptable business, all in a final form arrived at after preliminary comment and criticism by the NBC Advisory Council, certain agency executives, and board members of NBC and RCA. Basic program standards were sent out to the above groups in April before final revisions and public distribution [BROADCASTING, April 1].

WSYR

- are more than call letters
- many advertisers think of it as a good buy to be used in moving goods and speeding up distribution.
- but to most folks, our listeners here in this grand region of Central New York, we're a friendly voice at 57 on the dial.
- and that's what we hope to be always. That's why for 18 hours each day we broadcast the finest programs of both NBC Red and Blue networks and top-notch local features. To listener and advertiser alike 57 on the dial means something worth having!

WSYR SYRACUSE

570 Kc. Syracuse, N. Y.

Studio Notes

DURING his recovery from a recent illness, "Genial Jim" Cooper, who does the newscast series sponsored by Ohio Gas Fuel Co. on WBNS, Columbus, had a Transradio teletype installed in his home and did his newscasting from there. The added informality of the parlor broadcast struck such favor with listeners that both station and sponsor decided to make the "living-room" newscasts permanent.

OBSERVING National Dairy Month, KOWH, Omaha, is carrying a series of interviews with prominent Omaha Physicians on the value of milk in the diet. Nadine Bradley, woman's editor of the *Omaha World-Herald* and daily commentator on KOWH, conducts the interviews.

WNYC, New York's municipal station, on June 2 became the first station to receive the annual award of merit given by the National Association of American Composers and Conductors "for outstanding service to American music."

What Station—

has so many listeners wanting to see broadcasts that it maintains an 800-seat auditorium from whose stage 125,000 persons were entertained with broadcasts during 1938?

Why It's **WNOX** 1010 KC 5000 W CBS

KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.

Representative
THE BRANHAM CO.

FIFTIETH anniversary of Thomas A. Edison's invention of the Kinetescope, the first motion picture camera, was observed June 10 with a joint half-hour CBS-Paramount Pictures Inc. program over 101 stations from the Ambassador Hotel, Los Angeles. Program preceded Paramount's Seventh annual international sales convention banquet. Jack Benny and Cecil B. De Mille were joint masters-of-ceremony. Entertainment featured Bob Hope, Dorothy Lamour, Tito Guizar, Linda Ware and Anson Weeks' orchestra, co-conducted by Victor Young. Irving Reis, formerly CBS producer, now a Paramount writer-director, and Bob Hussey of that film studio, produced and directed the program.

RADIO Features Division of Heffelfinger Publications, New York, is offering for 1939 sponsorship the football quiz program *We Want a Touchdown*, heard on MBS last season under the direction of George Trevor, football editor of the *New York Sun*.

THE July 2 production of *Gateway to Hollywood*, sponsored by Wm. Wrigley Jr. on CBS will originate from the Shrine Auditorium in Des Moines, Ia., over KRNT, CBS affiliate. The motion picture "Career", written by Phil Stong, will have its world premiere in Des Moines that day.

WAAF, Chicago, recently tallied the results of its *Shadows & Sunbeams* charity program since last fall and found cash contributions amounting to $2,963 had been received for 210 cases. Clothing donations contributed to the comfort of 342 men, 476 women and 3,500 children.

NBC is extending indefinitely the run of *Arch Oboler's Plays* in response to listener commendation of the series. The weekly programs, previously heard Saturdays at 10 p. m. (EDST), were shifted June 10 to 9:30-10 p.m. on NBC-Red.

Louder, Please!

LETTER of the week would seem to be the one received at WMCA, New York, from an elderly listener who wrote in part, "I like your news programs. They certainly are fine. But won't you please have your announcer talk a little louder." Allen Stuart, of the WMCA news staff, says he's taking the matter up with WMCA engineers.

WITH exclusive broadcast rights for preliminary programs for the annual *Cincinnati Times-Star* — Chevrolet Soap Box Derby, to be run in Ault Park July 29, WSAI, Cincinnati, is running a six-week series of special programs, including shortwaved interviews with entrants in their own back yards while they are building their pushmobiles. Immediately before the actual race, WSAI will broadcast an exclusive series during the trial runs, and will conclude with a broadcast of the final race and interviews with winner and runner-up July 29.

DEDICATORY ceremonies and speeches commemorating baseball's 100th anniversary were broadcast by NBC and MBS on June 12 at the formal opening of the National Baseball Museum at Cooperstown, N. Y., where Abner Doubleday devised the national pastime in 1839. Later that day, MBS and CBS carried a second special program describing "town ball" as played in 1839 and a baseball game as played in 1845 and 1939.

HEADLINE criminal cases from New York City Police Department records are dramatized on the *Police Honor Men* series which returned to WHN, New York, on June 5 after a successful run last year on that station.

WINS, New York, which has erected permanent studios at the New York World's Fair, on June 9 broadcast a three-hour dedication ceremony. Fair visitors may see actual broadcasts in the modern studios, in which complete equipment has been installed, and may meet the artists featured on the programs. Regular programs originating from the WINS Fair studios are Julie Benell's *News and Views of the Fair*, *The Inquiring Microphone*, and the *World's Fair Choral Group*.

WOAI, San Antonio, has arranged for exclusive broadcasts of the San Antonio Philharmonic Orchestra symphony programs during the summer. The new musical unit, conducted by Dr. Julius Erhlich, is to play in the city's Sunken Garden Ampitheatre. Hoyt Andres, WOAI announcer, handles the commentaries.

DRESSED in authentic Old World Dutch costumes, Bob Tillmanns (left), announcer, and David H. Harris (right), special events director of WOOD-WASH, Grand Rapids, Mich., transcribe an interview with a young celebrant during the recent Holland Tulip Festival, which each year draws hundreds of thousands of persons to Holland, Mich. With the Tulip Festival as a highlight, the WOOD-WASH pair gathered a whole series of transcriptions during May, covering resort activities throughout the state. Discs of the Holland celebration were sent to Grand Rapids at regular intervals each day for broadcast under sponsorship of Home Furnace Co., Holland.

EXTENSIVE COVERAGE of the large scale Army maneuvers in Plattsburg, N. Y., Aug. 16-25, is planned by NBC and CBS, each of which will have several mobile units on the scene to cover the 25 mile "battle" area. WMCA, New York, plans to have a mobile recording unit on the scene to transcribe the event for later broadcasts, the records to be given to the Army for its permanent files.

AS PART of a nationwide campaign to combat anti-Semitism, the Jewish Peoples Committee, New York, will inaugurate a radio campaign this fall in Detroit and New York City, with plans to expand. The radio programs will be designed "to expose fully the distorted and inflammatory addresses of Father Coughlin," according to William Weiner, president of the committee, and will center around a series of addresses by outstanding Americans.

WHOM, Jersey City, New Jersey, on June 9 organized a special network to broadcast speeches by Mayor Frank Hague and New Jersey officials at the "New Jersey Rally for the Passage of the Racing Bill," in Journal Square, that city. Speeches were fed direct by WHOM to WBRB, Red Bank, and WCAP, Asbury Park, and to the E. V. Brinckerhoff Studios to be recorded for rebroadcast at 11:15 p. m. by WNEW and WMCA, New York.

AS AN INCENTIVE to high school students to consider broadcasting as a possible career, CFCH, North Bay, Ont., at the start of the last school term offered three junior and three senior cash prizes totalling $100 for the best public speakers. The contests were held during the school year, and the winners of the contest at the North Bay Collegiate Institute and Vocational School appeared on CFCH.

WPEN, Philadelphia, will sponsor a "WPEN Day" at Riverview, Pennsville, N. J., July 12, including a two-hour boat trip to the resort, entertainment by station personnel, and athletic tournaments.

WHB, Kansas City, Mo., recently signed with INS for full news service.

CBS again this year gave its listeners exclusive coverage of the 43rd National Open Golf Championship in a series of broadcasts from June 8 through June 10 with Ted Husing handling the programs from the Spring Mill Course, Philadelphia. Bryan Field is covering the five major horse races of the annual Aqueduct, Long Island, summer meeting which are also broadcast exclusively by CBS through July 1, with WMCA, New York, covering the metropolitan area by arrangement.

Sales for Nick's Flower Home

This result story started 6 years ago when Nick's Flower Home, progressive Portland florist, linked the charm of flowers to the sales pull of KGW, outstanding Portland radio station. "The splendid results we have obtained over KGW have been very gratifying," says Nick Schroeder. "We are renewing our contract for the 7th year because KGW has brought us so many new customers."

Bouquets for KGW

Speaking for his client, Fred Bruechert of Associated Advertising Service says: "We appreciate the value of KGW more and more as we send you an order for renewal of our program every year. Results obtained are constantly increasing. Thank you for your fine cooperation."

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1180 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

CANADA'S OCEAN PLAYGROUND

The summer population of Nova Scotia is rapidly increasing as heat-weary vacationists flock to the cool summer resorts of this Province by the sea. There is no better way to appeal to this enlarged audience than through the facilities offered

By

CHNS

HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

THE *Spectator*, weekly newspaper of Michigan State Prison, has asked WLW, Cincinnati, to mail it weekly WLW schedules. The prison has a centralized radio system to which more than 3,600 prisoners subscribe. On a wall panel in each cell is a control button allowing the operator to select a program from one of three stations—WJR, Detroit; WIBM, Jackson, Mich., and WLW.

MANAGER A. A. FAHY of KABR, Aberdeen, S. D., has made an affiliation with the *Aberdeen American-News* whereby KABR gets all A.P. news from the newspaper's leased wire and handles seven remote newscasts daily from the editorial rooms.

GEORGE PROVOL, production manager of KDYL, Salt Lake City, is producing the *Music by Woodbury* shows, featuring staff orchestra and talent from the KDYL Playhouse, which is being carried on NBC-Red Tuesday and Friday nights, 10:30-11 (PST).

TRIBUTE to Raymond Gram Swing, MBS international news commentator, was made recently in the British publication, *Time and Tide*, as follows: "Perhaps it is not too much to say that some of the appreciation and understanding of the United States' position recently shown in this country has been due to the efforts of Raymond Gram Swing. His weekly talks have brought the problems and issues facing the United States home to the average Englishman. Is it too much to ask that a similar service should be arranged for Americans by the English broadcasting authorities? It is only by understanding that true cooperation between Great Britain and the United States will be possible."

WIRE, Indianapolis, has published a new national rate card (No. 4) with revised rates effective June 15. Revised rates apply only to programs; announcement rates remain unchanged.

WIBG, Glenside, Pa., has started broadcasting time signals at every call letter announcement.

MORE THAN 1,500 members of 20 *WLW Mail Bag* clubs met for their annual picnic June 10 in Sharon Woods, just outside Cincinnati. The clubs were founded through the *Mail Bag* program of WLW, Cincinnati, and WLW carried a special broadcast from the picnic grounds during the meeting. Entertainment was provided by WLW and WSAI staff members, and the day's activities featured a softball game between a WLW team piloted by James D. Shouse, general manager of WLW, and a WSAI team headed by Manager Dewey H. Long.

NBC-Chicago recently formed an NBC Athletic Assn. with M. R. Schoenfeld, of the network sales staff, as president. Other officers include Lynn Brandt, Ray Bierman, Grace Curran and Ray Neihengen.

CLIFTON UTLEY, Chicago lecturer and radio commentator, on June 4 replaced Carroll Binder, foreign editor of the *Chicago Daily News* who is recuperating from a serious operation, on the foreign news series sponsored by Horder's Inc. on WBBM, that city.

CHICAGO Boys Club members on June 12 entered scripts in final competition in the local boys' radio guild contest. More than 250 boys participated in writing and producing their own radio plays using sound effects devised by themselves. Winning script will be aired on WBBM, Chicago, June 17. Judges are Robert N. Brown, WBBM program director, and Robert Hafter, WBBM production director.

WITH the St. Louis Municipal Opera season opening, KSD, St. Louis, again is previewing the weekly productions each Sunday afternoon. Program Director Frank Eschen views dress rehearsals Saturday night and makes notes on the operetta to be presented the following week, preparatory to the Sunday previews.

Radio AND Education

PUBLICATION of *Americans at Work* in weekly booklet form was announced recently by Sterling Fisher, director of CBS' education and talks department. First issue of the 24-page booklet, offered for general sale throughout the country, deals with the "Publicity Worker" subject of the June 3 broadcast. Publication plans include booklets of previous broadcasts covering the 56 industries already dealt with on the program.

IN RESPONSE to requests from parent-teacher and public school groups, the Fleming H. Revell Co., New York, has published *Personality & Character Development*, a compilation of a radio series conducted by Dr. J. D. Messick, of Elon College in North Carolina, on WBIG, Greensboro, N. C., under auspices of the North Carolina Congress of Parents and Teachers.

HIGH SCHOOL girls have been reporting the activities at their schools each week on a special series broadcast by WLOK, Lima, O., during the last months of the school year. During summer vacation the girl reporters will cover playground activities. The programs have drawn favorable comment from parents for making their children more eager to tell them just what they are doing in school.

CHICAGO RADIO COUNCIL announces that the third School Broadcast Conference will be held at Chicago's Morrison Hotel, Dec. 6-8. Clinics, demonstrations and radio study groups will be featured.

MIMEOGRAPHED collection of successful educational programs has been compiled and published by Blanch Young, director of radio activities of the Indianapolis public schools, in a 117-page volume, *School Radio Scripts* [$1]. The collection is being used in several colleges and universities as a reference text in classes in radio education.

WSB, Atlanta, is carrying a quiz type of program as an educational feature. Patterned after the *Information Please* broadcasts, it is called *Education Please*. Experts from all over the State participate, and are questioned about Georgia and its resources, schools and people.

UBC RADIO WORKSHOP, radio instruction organization sponsored by United Broadcasting Co., operating WHK-WCLE, Cleveland, on June 10 awarded certificates of proficiency in radio production to 42 class members from 19 high schools in the Cleveland area. During the concluding program of the 26-week Workshop series, Carl Mark, who has conducted the classes, presented the members to H. K. Carpenter, vice-president and general manager.

INSTRUCTIONS FOR WIRING

Time and money can be saved and misunderstandings eliminated by the use of a Radio Time Code in quoting availabilities. By this method "A. M." and "P. M." designations will be unnecessary. For example: From 1:00 A. M. until 12:00 Noon designation is the same as at present. 1:00 P. M. is designated as 13:—2:00 P. M. as 14—and so on to 12:00 midnight. By subtracting 12 from any time designation larger than 12, you have the correct P. M. time. St. Louis KWK, now has available a 40-word announcement five days a week at 18:30 Radio Code Time. This period follows United Press Newscasts and precedes "The Lone Ranger" three nights a week, "Information Please" and "Hobby Lobby" the other two. Wire KWK or any Paul Raymer office as follows: "Reserve eighteen thirty for our client..... Order follows."

Pd. Adv.

TRACY F. TYLER, associate professor of education of the University of Minnesota, has been named chairman of a committee of the National Council for the Social Studies designated to survey the possibilities of radio in social studies. First project will be a study of programs now on the air that can be used either during school hours or as home listening for later discussion in classrooms.

THE CBS *American School of the Air*, which is off the network for the summer, will hold two sessions daily on its return to CBS Oct. 9, a morning session for the East from 9:15 to 9:45 a. m. (EST), and a repeat for the Central and West sections from 3:30 to 4 p. m. (EST).

Parents Group Approves *Buck Rogers* Continuity

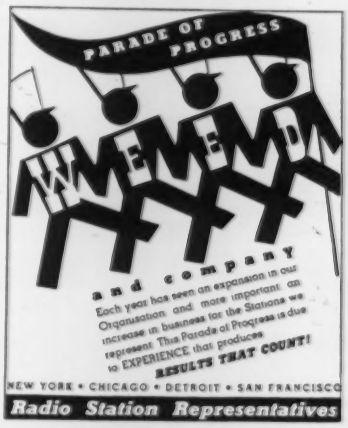
THE RADIO serial, *Buck Rogers*, which several years ago was singled out by groups interested in raising standards of children's programs as particularly pernicious, appears on the June list of approved juvenile broadcasts of the United Parents Associations of New York City. The UPA recommends it to youngsters of high school age for entertainment. Program is currently sponsored by Joe Lowe Corp., New York, for Popsicles, on more than 100 stations by transcriptions. Biow Co., New York, is the agency.

Other newcomers to the UPA list include: For children from 5 to 9, *Billy & Betty;* for the 9 to 12 group, *Americans at Work, Ask-It-Basket*, Clair Tree Major, *Let's Get Together*, and for the high school level, *Author's Quiz, Between Book Ends, Cavalcade of America, Men & Books, Renfrew of the Mounted, Silver Theatre.*

Radio Education Grant

GRANT of $40,000 for the "broadcasting of economic information" has been made by the Alfred P. Sloan Foundation to the University of Chicago, according to an announcement by Robert M. Hutchins, president of Chicago U. The gift will be used to improve and experiment with the *Chicago U. Round Table*, Sunday morning discussion series on 58 NBC stations. An analysis of the program's audience and effectiveness is now going forward under the supervision of Sherman Dryer, radio director of Chicago U.

TELEMUSIC INC., New York, wired music service using Western Electric equipment, has installed its service in the Federal Building at the New York World's Fair, the "Gardens on Parade" exhibit, and several restaurants at the exposition.


PARADE OF PROGRESS
and company
Each year has seen an expansion in our Organization and, more important, an increase in business for the Stations we represent. This Parade of Progress is due to EXPERIENCE that produces RESULTS THAT COUNT!
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives

Summer Slump?

- - - - Oh Yeah!

WWVA time sales for May 1939

DOUBLED

those for May, 1938!

Such a record beats the old-fashioned theory that nobody listens to the radio in the summer time. Oh yes, and May 1938 was no flop either.

IT'S WWVA ALL THE WAY!

WWVA

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty

on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

Basic Text of Proposed NAB Code for Industry Self-Regulation . . .

(*Continued from page 9*)

supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to child adventure and imagination be removed. It means simply that programs be based upon sound social concepts and presented with a superior degree of craftmanship.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continually engage in studies and consultations with parent and child study groups. The results of these studies will be applied to all children's programs as a basis of minimum requirements necessary before any program becomes acceptable for broadcasting by member stations.

IX. Acceptance of Commercial Programs and Announcements

Acceptance of programs and announcements for radio advertising purposes shall be strictly limited to products and services offered by individuals and firms who are engaged in legitimate commerce; whose products, services, advertising claims, testimonials and other statements comply with all legal requirements, fair trade practices and accepted standards of good taste.

X. Standards of Practice

In order that this basic code may be interpreted and extended to meet changing social conditions, the National Association of Broadcasters, through its Headquarters in Washington, will establish such facilities as may be necessary for the continuous evolvement of a Standard of Practice through which each member station may find a guide for the uniform application of basic principles herein outlined. The Standards of Practice will include such other operating and ethical procedures as may be determined, from time to time, to increase the public acceptance of radio advertising, and thus fortify the economic foundation of the American System of Broadcasting in its continued ability to provide a free and unfettered means of mass communication, and to further contribute to the economic and social development of the nation.

STANDARDS OF PRACTICE OF THE NAB

(*Code interpretations for the guidance of member stations*)

I. The Yardstick of Good Taste

1. Reference to the Deity shall be made only in a manner of respect and reverence.

2. Language used and subject matter discussed must be acceptable in mixed social groups.

3. Broadcasters will bar dialogue or statements which are, or which border on the obscene, sacrilegious, profane or vulgar, especially as these appertain to sex, bodily functions and expressions fraught with double meaning.

4. No unkind reference ridiculing racial or religious characteristics, or to physical imperfections such as lameness, blindness, deafness shall be permitted.

5. Where dramatic situations are based upon dramatizations of religious rites, such as baptism, marriage or funeral ceremonies, such shall be treated in a manner respectful and sympathetic.

II. Religious Broadcasts

1. It shall be the policy of stations, in broadcasting religious programs, to consider primarily the interests of the radio audience rather than those of any particular church or churches or religious groups, so that, over a period of time, stations may transmit a well balanced series of religious programs best suited to the spiritual needs of the community, truly reflective of its religious complexion.

2. For reasons clearly stated in Section II of the Basic Code, religious broadcasts shall not contain any attack upon another religious faith or race and should be on a high spiritual and devotional plane.

3. Stations shall not be considered under obligation to accept religious programs on a commercial basis.

In fact, such a practice might give the station a tone and complexion entirely erroneous and disproportionate to the actual religious tone and denominational make-up of the community served.

Recognizing the constructive work which has been accomplished through non-sectarian, religious programs placed upon a commercial basis, it is felt, nevertheless, that the best service to religion and to the public will eventually lead to the elimination of commercial religious programs.

III. The Broadcasting of Controversial Public Discussions

Throughout the country there has grown up, of late, the practice of restoring something akin to the colonial "town hall" meetings, wherein the clash of opinions and ideals are broadcast in a radio-forum debate so that the greatest number of citizens may hear the issues, evaluate the different opinions advanced, and act upon them. Such forum practice is recommended.

Fair Consideration to All

1. Without prejudice, radio stations will consider, fairly, the request for time of every responsible individual or organization. Should time be secured for a speaker or program through the request of some group or organization, the identification of such group or organization shall be clearly stated before and after the broadcast period.

Different Points of View

2. In presenting discussions of a controversial public question, stations will make every effort to provide fair and equal opportunity for each responsible point of view to be heard. However, the failure of an opposition viewpoint to avail itself of this opportunity should not, in itself, preclude any discussion of a given question.

Handling of Discussions During Strikes

3. No time may be sold for the discussion of issues arising from a strike. If time is given for such discussions, it will be given on a fair and equal basis to all interested parties. If time is denied, the broadcaster will determine in his own mind that he has attempted faithfully to serve the public interest in such an action.

IV. Political Broadcasts

1. No dramatizations of political issues will be permitted. Such dramatizations would lift the campaign out of the realm of debate, and place it on a wholly emotional level, and might conceivably obscure real issues, or raise artificial ones.

For these reasons, both sides will be limited to logical exposition with whatever persuasive ability the speakers possess.

V. News Broadcasts

In the handling of news matter, radio news editors shall live up to the highest traditions of news integrity, fair play and accuracy. News programs shall be limited to a straight reporting of the news as received from accredited news sources. Any explanatory or background matter added by the news announcer shall be limited to relating current news with known facts, past or present. In no case shall the personal opinion of the announcer, news editor, or station management be reflected in any news matter broadcast.

Commercial News Broadcasts

News reports may be sponsored by commercial advertisers. The control of all news matter broadcast must remain in the hands of the station. In no case shall the opinion or viewpoint of the commercial sponsor be reflected in any news matter broadcast.

If a commercial sponsor wishes to introduce a news item about his own product or industry, he must qualify such news announcements so as to clearly differentiate between straight news matter and commercial news matter; viz., "Motor car news"; "News from the motor car world."

No date line may be used in conjunction with a commercial announcement.

Where news broadcasts are commercially sponsored, it must be clearly stated that the commercial sponsor is presenting news matter gathered and reported from accredited sources; viz., "Jones and Company present United Press news bulletins," or "Smith and Company bring you the news of the day as gathered by the International News Service." In no case may it be inferred that the news has been gathered and edited by Jones and Company or by Smith and Company, direct.

Commentators

The primary service which a broadcasting station can render in the news field is to inform the public as to what is happening and to make as clear as possible the significance of events, rather than to express either its own approval or disapproval or to devote its time to the editorial opinions of some particular commentator.

If a broadcaster devotes a reasonable amount of time to fair and two-sided discussion of controversial public issues, using representative speakers to give differing points of view, he is providing debate and the expression of opinion on controversial issues in a far more effective way than can possibly be provided by one or even a handful of commentators, regularly expressing personal points of view on every conceivable subject. However, should the interest of the listening audience so indicate, responsible and well qualified commentators may be engaged, provided it is clearly stated that such commentator expresses only his or her own views and not those of the station.

Commercially Sponsored Commentators

Commentators may be presented by commercial sponsors, provided it is clearly indicated that the commentator expresses only his or her views and not those of the commercial sponsor.

Where commentators include in their remarks comments on one side of a question which significantly affect the welfare or life of any substantial group, member stations will give the public an opportunity to hear the opposite side of the matter, presented by a representative spokesman thereof. Moreover, in sponsoring a commentator, the advertiser must agree that upon demand by a member station, time will be given for this purpose on his own program.

Miscellaneous

1. No restriction is intended herein that would prevent the factual reporting and factual interpreting of news by a news announcer in accordance with a style of technique or manner of delivery which he or she might develop, so long as the subject matter and interpretation thereof is presented in conformity with the letter and spirit of this Code.

2. Use of the word "flash," or the words "news flash," or "news bulletin" must be reserved for the announcement of special legitimate news bulletins and may not be used in such a way as to provoke confusion or misleading reaction.

3. Nothing in this Code shall be construed as denying the obligation or privilege of the individual broadcaster to arrange such "special events" broadcasts as he determines might be in the public interest.

4. In the broadcasting of court proceedings, news about or comment upon individuals, or cases subject to court procedure, such shall be made with due consideration for the orderly administration of justice.

5. No participants in criminally morbid sensational news stories may appear on the air. Reference to such cases shall be limited to the reporting from legitimate news accounts thereof.

VI. Propaganda

1. This Code clause relates likewise to commercial propaganda wherein under the guise of "public interest" may be found a hidden commercial interest. This may be found in paragraph 2 under Business Ethics.

VII. Educational Broadcasting

1. Each NAB member station shall maintain a department or else shall appoint one responsible person on its staff through whom all time for educational purposes may be cleared, and to whom educational broadcasting groups may look for guidance, instruction and development. In line with its previous policy, NAB headquarters itself will continue to furnish educational studies and aids in printed form, available to teachers and educational broadcasting groups.

2. Should a demand for education-

WBIG's "Biggie", 5,000 watts strong, will be on the air from its new location about Sept. 1, according to Major Edney Ridge, general manager. Authorized to increase its day power from 1,000 to 5,000 watts on May 31, the Greensboro station immediately began construction on its new transmitter site, located 3½ miles northwest of Greensboro, within sight of Guilford Courthouse Battleground, where in 1781 the historical battle was fought between Lord Cornwallis and Gen. Nathaniel Greene, the deciding conflict of the Revolutionary War. A 5 kw. Western Electric transmitter and 360-foot Blaw-Knox vertical radiator are being set up.

al time from a multiplicity of educational institutions and interests threaten to absorb more time than consistent with proper program balance, the station management, in consultation with educational leaders, shall endeavor to determine those common denominators of chief educational and public concern which will most benefit the educational or public needs of the area served, and so place them on the air.

VIII. Children's Programs

It is worth noting that the literature for children which continues to find their favor through many generations, offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of his waking day.

Through the continuous studies and consultations as outlined in the Basic Code, it is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

Pending the outcome of these studies, the following additional requirements will be made of children's programs by member stations:

Program Content

1. Scripts must be based upon sound social concepts and must be especially written for the child audience.
2. Programs must reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior.
3. Programs must not contain sequences involving horror, torture or suspense, or the use of the supernatural or superstitious in a way which might reasonably be regarded as likely to over-stimulate the child listener to a dangerous or unhealthy degree.

Advertising Appeal

1. No advertising appeal through the voice of a program character will be permitted.
2. No contest or offer which would encourage a child to enter strange places for the purpose of collecting wrappers, box-tops and other evidences of purchase will be allowed.
3. No premium that depends upon its "luck-bearing" powers or in any fashion appeals to superstition will be permitted.
4. No premium or gift may be offered which is harmful to life or property.
5. When promises are made as to the benefits to be derived from the use of the product advertised, it will be necessary for the advertiser to furnish member stations with adequate proof that such promises can be kept.
6. Full details concerning the formation of radio children's clubs must be approved by the member station before the announcement of such clubs may be broadcast.

IX. Acceptance of Commercial Programs and Announcements

Miscellaneous

Member stations shall not accept for advertising:

1. Any product, the sale of which or the method of sale of which constitutes a violation of law.
2. Any product, the advertising of which would constitute a violation of good taste.
3. Any spiritous or "hard" liquor of any kind.
4. Any fortune-telling, mind-reading, palm-reading, or character-reading, by handwriting, numerology, or astrology, or advertising related thereto.
5. Matter which is barred from the mails as fraudulent, deceptive or obscene.
6. Matrimonial agencies.
7. Schools that offer questionable or untrue promises of employment, as inducements for enrollment.
8. Offers of "homework" except by firms of unquestionable responsibility.
9. Any race track, "dopester," or tip-sheet publications.
10. All forms of speculative finance or real estate promotion. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised properties or services comply with all federal, state and local laws.

Medical

Member stations shall not accept for advertising:

1. Medical products or remedies which do not meet every requirement of law and regulation.
2. Medicines which are habit-forming or dangerous to life.
3. Medicines, remedies or medical services which encourage the listener to postpone diagnosis by a licensed practitioner, of a likely dangerous condition.
4. Cures and products claiming to cure.
5. Products advertised as hair-restorers, hair-dyers, wrinkle removers.
6. Reducing agents as well as foods and beverages designed solely to perform that function.
7. So-called "scientific" talks on medical subjects, by any one other than by a graduate doctor holding a degree from a recognized institution.

Editing of Commercial Copy

Member stations shall not permit:

1. The broadcasting or advertising statements or claims it knows to be false, deceptive or grossly exaggerated.
2. The broadcasting of continuity which describes, repellently, any internal functions or symptomatic results of internal disturbances, or relief granted such internal disturbances through use of a medical product.
3. Testimonial or endorsement copy not fully and honestly substantiated.
4. Unfair attacks or reflections upon competitors, competing products, or upon industries, professions or institutions.
5. Misleading statements of price or value, or misleading comparisons of price or value.
6. The broadcasting of copy written in the first person, which would give the impression of personal endorsement by the station management, staff announcer, or other staff employees.
7. Commercial statements, sound effects, or dramatizations that violate the accepted standard of good taste.

Length of Commercial Copy

Brief handling of commercial copy is recommended procedure at all times.

Member stations shall hold the length of commercial copy to the following number of minutes and seconds.

Daytime

Fifteen-minute programs	3:15
Thirty-minute programs	4:30
Sixty-minute programs	9:00

Nighttime

Fifteen-minute programs	2:30
Thirty-minute programs	3:00
Sixty-minute programs	6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shopper's guides and local programs falling within these general classifications.

Average Number of Words Per Minute

Stations shall consider that the delivery of not more than 125 words per minute constitutes the best practice in the handling of commercial spot announcements.

Diction of Announcers

1. As radio station announcers speak, so will America. This is fundamental to radio.

It is mandatory upon all station announcers that they give a dictionary-approved pronunciation of every word spoken.

2. As radio brings the names of foreign countries, location, and statesmen into everyday American conversation, there devolves upon the announcer a duty that such names shall be given a correct pronunciation, acceptable and uniform. In the recruiting of new members for the station announcing staff, broadcasters shall give due consideration to such educational background of the applicant as may be indicative that such practices may be assured.

Handling of Accounts

Member broadcasters shall protect the advertising rights and priorities of clients, permitting no infringement of original program ideas. This not only insures fundamental rights of "discovery," it makes also for a more diversified character of sponsored programs.

Business Ethics

1. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.
2. Each member station shall refuse to accept any business

(a) on a cost per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

(b) While the practice is discouraged, member stations may broadcast programs offered by outside program building organizations, either on a sustaining or commercial basis, so long as the commercial interest of the program building organization is restricted to one of identification, and so long as such identification excludes direct selling copy for the product or service of the organization offering the program.

3. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

4. No member station shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

WHOOPS, MY DEAR! probably would be the reaction of most of us if we were to run across Te Ari Pitama, Maori staff announcer of New Zealand's National Commercial Broadcasting Service, shown here broadcasting a native gathering in the South Island.

Sponsorship Rule Draws NAB Query

But Participating and Spot Programs Not Mentioned

IN ITS letter to the NAB June 2 dealing with interpretation of the provision of the radio law requiring specific announcement of sponsorship of all commercials, the FCC did not touch upon the applicability of the proviso to spot announcements or participating programs. Responding to Andrew W. Bennett, NAB counsel, the FCC stated that the statute does not specify the exact language of the required announcement [BROADCASTING, June 1]. The letter added:

"You are informed that the Commission regards an announcement that a particular program is sponsored as in substantial compliance with Section 317 when the name of the sponsor is given. The interpretation given in your letter would seem to properly reflect the purpose and spirit of that section."

Perhaps a Test Case

Apropos the spot announcement and participation program issue, it was stated June 5 at the FCC that this question was not raised in the NAB letter and therefore was not involved in the official reply. It was added that reports published elsewhere that the present practice in connection with spot announcements meets the intent of the act were erroneous and not based on any conclusion reached by the FCC or any announcement made by its law department.

Because of the volume of inquiries received regarding the spot and participating program matter, the FCC prepared a second letter sent to stations making the inquiries. In this letter, it brought out that spot announcements and participating programs "are not dealt with directly" in the NAB's letter but that as to these matters "your attention is called to the fact that Section 317 makes no exception for these types of programs." In other words, it left to the judgment of station executives the manner in which such announcements should be handled in order to conform with the requirement of sponsorship disclosure.

The analysis of the situation, as published in the June 1 issue of BROADCASTING, was described at the FCC Law Department as correct in all particulars. It was emphasized further that the FCC does not have in mind taking the initiative on matters involving Section 317 and that it simply brought to the attention of the industry that it expects that provision of the law to be complied with. Presumably, if there are any complaints dealing with failure properly to identify commercial sponsorship of programs, there will be a test case.

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

"National Advertisers return to CFCF year after year because experience has proven that broadcast advertising in Canada's Metropolitan market can be done most economically and successfully through CFCF. CFCF's renewals throughout the years are the testimonials that really count.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company
NBC Affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Proposed Rules Changes

(*Continued from page 18*)

iary transmitters under these circumstances.

A new method of determining the interference of stations on shared channels was agreed upon after considerable discussion. It was decided that, instead of using the predominant signal, the root—sum—square of all the signals on the channel should be measured. The consensus was that while this deduction probably would not be entirely accurate, it nevertheless would be more acceptable than the measurement of a single signal. The conclusion reached was that for the time being the RSS would be taken only of the stations that are 70% of the strongest signals. This determination was regarded as important because it will enable stations under the new rules to determine where the 2½ millivolt line falls and also to determine responsibility for interchannel interference from directional antennas.

In using calculations based on sky wave curves, it was concluded that these are not of sufficient accuracy to be valuable at less than 250 miles from the transmitter.

The question of determining operating power was discussed and unanimous agreement was procured that the time had arrived when all stations should determine power by the direct method. This means that the antenna resistance must be accurately determined and the resistance and antenna current will determine the station operating power. At the present time the majority of stations use the indirect method, which permits of a wide disparity in actual operating power of different designs and types of transmitters. The direct method, it was agreed, is equally fair to all transmitters.

Attending the conference were: Hector R. Skifter, KSTP; William B. Lodge, CBS; Robert M. Morris, NBC; Raymond F. Guy, NBC; Earl C. Hull, WKY; J. E. Young, RCA Mfg. Co.; R. M. Wilmotte, NAB; C. B. Joliffe, RCA; O. B. Hanson, NBC; W. C. Lent, NBC; A. D. Ring, FCC; G. P. Adair, FCC; K. A. Norton, FCC.

George C. Davis, National Association of Independent Broadcasters; L. P. Wheeler, FCC; Fred Neal, Western Union; F. W. Cunningham, Bell Laboratories; P. I. Merryman, NBC; I. R. Baker, RCA; R. Morris Pierce, WJR-WGAR-KMPC; John Aitkenhead, WADC; Philip G. Loucks, NAB; G. F. Leydorf, WLW; R. J. Rockwell, WLW; J. H. DeWitt, Jr., Clear Channel Group; Harold B. Rothrock, Clear Channel Group; E. C. Page, Nat'l. Independent B. C.; Harold A. Lafount, World Broadcasting System; James H. Hanley, attorney, Washington.

Ben S. Fisher, attorney, Washington; Ralph L. Clark, FCC; Stuart L. Bailey, Jansky & Bailey; Millard M. Garrison, Jansky & Bailey; Philip J. Hennessey, Jr., attorney, Washington; Wiley D. Wenger, KFNF; John J. Hurley, Washington; J. A. Chambers, McNary & Chambers; Samuel Sabaroff, American Communications Association, Philadelphia; L. E. Littlejohn, Aldan, Pa.; J. G. Leech, WCAU; A. C. Goodnow, Westinghouse Co.; G. Porter Houston, WCBM; Glenn D. Gillett, engineer, Washington; Edward J. Content, WOR.

EVERYTHING about The Gotham bespeaks gracious living—its spacious rooms, its atmosphere of good taste, its superb cuisine. Elegance is apparent..economy not forgotten.
Under the Same Management as
The Drake CHICAGO
The Blackstone CHICAGO
The Evanshire EVANSTON, ILL.
The Town House LOS ANGELES
A. S. Kirkeby, Managing Director
The Gotham
5th Ave. at 55th St. NEW YORK CITY

WHEN Frank Falknor, chief engineer of WBBM, Chicago, returned recently from a cruise-vacation he found "WBBM Mobile Unit No. 2" parked in his office. John Fuller and Holly Pearce, WBBM engineers, had rigged up a portable bar, radio set, umbrella, flower pot, flashlight combination that, according to Mr. Falknor, was "most amazing".

Defer Monitor Ruling

POSTPONEMENT until Sept. 15 of the regulation requiring installation of frequency monitors for all relay, international, high frequency, noncommercial educational, facsimile, television, and developmental broadcast stations, was announced June 9 by the FCC. The provision originally was to have become effective Sept. 15, 1936 but the date was extended from time to time due to lack of commercially available equipment which would fulfill the technical requirements of the rule. The monitors required are not approved by the Commission but shall have an accuracy of one-half of the allowed tolerance of the class of station with which used.

Equipment

ALLEN B. DUMONT Labs Inc., Passaic, N. J., announce the DuMont Type 203 Synchronizing-Signal Generator for studio control in television transmitting stations. This equipment has been designed to operate as the master generator for all synchronizing, equalizing, scanning and blanking signals which are a necessary part of the composite video signal fed to the radio-frequency transmitter. Described as "absolutely foolproof in operation and completely commercial in every respect," DuMont states it may be installed and operated by untrained personnel.

RCA engineers in collaboration with craftsmen of the Story & Clark Piano Co., Chicago, have developed a new electrical musical instrument which may be used in conjunction with either a radio or phonograph and will be marketed through Story & Clark dealers under the name "Storytone, Voiced by RCA-Victor." The new instrument is equipped with a special electric amplifier to reproduce the full range of tones of radio, phonograph or piano music.

WESTERN ELECTRIC has announced a new two-way radio telephone for use in police radio cars and fire departments for mobile communication. Embodying a number of major improvements, the equipment is declared to be more compact and efficient than previous models and has a frequency range of 30 to 40 megacycles with 15 watts power.

DON LEE Broadcasting System has placed an order with RCA for a complete multi-camera portable television pickup system to be operated in connection with its video transmitter, W6XAO, Los Angeles, including two or more cameras, camera control equipment, synchronizing apparatus, image monitor and portable transmitter. Units are mounted in suitcase-size carriers weighing less than 50 pounds each. The transmitter, to operate on 325 mc. with a directional antenna beaming signals to W6XAO, was added to extend Don Lee's television activity in outdoor pickups of sports and civic events.

WESTINGHOUSE E. & M. Co. on June 6 was authorized by the FCC to move W8XKA, its Pittsburgh high frequency broadcast station, to Springfield, Mass., changing its frequency to 42.6 mc. and power to 1,000 watts. At the same time W1XKB, its Springfield high-frequency station, was authorized to shift to 42.38 mc. and increase power to 1,000 watts.

KIEV, Glendale, Cal., under supervision of George Neff, chief engineer, has installed a new Gates 27CO peak limiting amplifier. Installation was by Norman B. Neely, Hollywood.

WTIC, Hartford, Conn., is constructing two Blaw-Knox 483-foot vertical radiators as part of its new directional installation to prevent interference with KRLD, Dallas, which recently installed two 475-foot Blaw-Knox radiators to carry out the plan. The towers are guyed uniform cross-section type.

KQW, San Jose, Cal., has ordered a new Western Electric transmitter and has started driving piles for the foundation of its new plant on salt marshland at the foot of San Francisco bay. A directional antenna will be installed to throw a signal toward San Francisco and Oakland. Plant will be ready, it is expected, by Sept. 15.

WVFW, Brooklyn, has ordered a new 1-G, 1,000-watt RCA transmitter.

KRLC, Lewiston, Ida., reports that it has replaced its 177-foot quarter-wave shunt-excited vertical radiator with a new 354-foot halfwave radiator, also shunt-excited, with no changes whatever in the 250-watt transmitter or ground system.

YOUNG-MEN-GOING-SOMEWHERE in radio are these 1939 graduates of the Capitol Radio Engineering Institute, Washington, who received their diplomas and certificates from E. H. Reitzke, president, and Mark H. Biser, chief instructor, at graduation exercises June 8. The 54 graduates, who ended a year's training in radio and television engineering, comprised the largest class in the school's history. Drawn from all parts of the country, they included three U. S. Coast Guardsmen. A large percentage of the graduates annually go into various branches of the broadcast engineering and operation field.

in the CONTROL ROOM

EARL A. CULLUM Jr., Dallas consulting radio engineer, on May 27 was married to Miss Margaret Bennett, of Greer, S. C. George W. Johnson Jr., manager of KTSA, San Antonio, journeyed to the South Carolina village with Cullum to act as his best man.

ROBERT W. RODERICK, formerly chief engineer of KUMA, Yuma, Ariz., has joined the technical staff of KMTR, Hollywood.

JAMES W. BRAY, formerly with KARK, Little Rock, is now with the engineering staff of KTOK, Oklahoma City. He was recently married.

C. H. DYESS, formerly with WGCM, Gulfport, Miss., is now chief engineer of WFOR, Hattiesburg, Miss.

ROBERT F. LARGE, former transmitter operator of CFCY, Charlottetown, P. E. I., is now with the CBC's new 50,000-watt CBA, Sackville, N. B.

LUTHER PIERSOL, formerly of WCSC, Charleston, S. C., has joined the engineering staff of WILM, Wilmington, Del.

M. O. SHARPE is now radio inspector for the FCC at Galveston, Tex.

PATRICK F. SIMPSON is now chief engineer of WGNY, Newburgh, N. Y.

JOHN WOODS recently joined the engineering staff of WNAX, Yankton, S. D.

ELBERT H. DEAN, graduate of Capitol Radio Engineering Institute, Washington, is with the technical staff of KMJ, Fresno, Cal., working on experimental facsimile.

LYNNE C. SMEBY, former technical supervisor of WXYZ and the Michigan Radio Network, is in San Juan, P. R., on a consulting assignment for International Telephone & Telegraph Co., which owns and operates WKAQ, standard broadcast station. He will supervise an overhauling of the station's technical operation and probably will remain in Puerto Rico, with Mrs. Smeby, until fall.

ALFRED SPAN, CBS Hollywood sound effects director, is perfecting a novel audio-frequency device for comedy shows. It is used with the amplifying system and creates a variety of unusual voice effects.

LEROY WOLFE and Nicholas Francesco have joined the engineering staff of WIP, Philadelphia.

GORDON L. FAIRWEATHER, engineer of CKWX, Vancouver, on June 8 married Joan Holmes.

HYDE HEATH, for three years control operator of KSL, Salt Lake City, has been accepted for training in the U. S. Army air corps and will report to Randolph Field, Texas, July 1.

BEUFORD EAVES, chief engineer of KGNF, North Platte, Neb., recently was named commander of the local unit of the U. S. Naval Communications Reserve. He plans to spend the last two weeks in August cruising with the Great Lakes training division.

SEVETUS GLADFELTER, chief engineer of WLOK, Lima, O., recently announced his marriage to Rosemary Schamp.

FRANK FULLAWAY, studio engineer at KPO-KGO, San Francisco, and Miss Amy Deas, Honolulu, were married June 8.

ARTHUR D. WILLIAMS, 1937 graduate of Capitol Radio Engineering Institute, Washington, and formerly with KFNF, North Platte, Neb., is now with the Baltimore plant of Bendix Radio Corp.

HOXY MUNDINE, control engineer of WOAI, San Antonio, recently broke his collarbone during a baseball game between the San Antonio radio announcers and newspapermen.

JOE D. CARROLL, former chief engineer of KFJI, Klamath Falls, Ore., has joined KGDM, Stockton, Cal., as chief engineer and head of the commercial department.

CALEB PAINE, of the program department of WEEI, Boston, has been transferred to the sound engineering division to fill the vacancy created when Lloyd Morse went to CBS in New York. Paine was to marry Betty Brown of Ventnor, N. J., on June 15. Paine's job has been filled by Mary Healy, a former WEEI employe.

JOSEPH M. TROESCH has joined KQV, Pittsburgh, as studio control engineer.

RUDOLPH ISENBERG, formerly with WOWO, Fort Wayne, is now on the technical staff of KXOK, St. Louis.

FRED G. TAYLOR, sound technician of KSL, Salt Lake City, is back at work after a long confinement in the hospital.

L. B. WESTON, formerly chief engineer of KFOX, Long Beach, Cal., is now with CBS at the new KNX transmitter in Torrance, Cal.

LARRY ADAMS, formerly on the technical staff of the defunct Associated Cinema Studios, Hollywood, has joined Recordings Inc., that city.

EUGENE A. MORRIS has been promoted to chief engineer of KOCA, Kilgore, Tex.

MATHEW E. PRAWDZIK, formerly with KFIZ, Fond du Lac, Wis., has joined the engineering staff of WEMP, Milwaukee.

The ever-ready RCA Victor Pick-Me-Up... Long-lived, built-in batteries give it power. No wire connections. Built-in antenna. Price of Model 94BP1, with batteries $19.95*

YOUR salesmen have had plenty of statistics and pie charts to sell station time to your customers. Now they can take the station itself, its programs and its signal strength to call on advertisers and agencies. Equip your sales force with RCA Victor Pick-Me-Up Portable Radios and they'll do a better selling job than ever.

These brilliant little portables are easy to carry . . . no connections. And their performance will do real justice to your station. Fact is, you'll probably fall for one yourself.

Write RCA Manufacturing Company, Inc., Camden, N. J., for information telling how the Pick-Me-Up can be used by your salesmen and by agencies to help your station.

*Price f. o. b. Camden, N. J., subject to change without notice.

Trademark, "RCA Victor," Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

For finer radio performance—RCA Victor Radio Tubes

RCA Victor

A SERVICE OF THE RADIO CORPORATION OF AMERICA

WBAL means business in Baltimore

Merge Talk Again Heard In AFRA-AGRAP Moves

AMERICAN Federation of Radio Artists, AFL talent union, is moving in on the independent stations in New York, Chicago, Los Angeles and San Francisco, attempting to secure contracts with every station in these key cities covering staff artists and announcers. Talent employed by the network key stations is already covered by AFRA agreements. Union's national board also resolved to push toward the objective of securing contracts covering the transcription field as rapidly as possible.

Belief that AFRA will soon absorb the American Guild of Radio Announcers & Producers, independent union, general in informed circles, has been strengthened by the switch of the sound effects men at WABC, New York, from AGRAP to AFRA, following an earlier similar shift in union affiliation by the sound effects men employed by NBC in New York. Neither union has made any announcement of a merger, however. Resolution to set up a reserve fund for use in time of strike and other emergencies has been adopted by the AFRA board.

PLANS to present sponsored radio programs for charity purposes are under way between the American Guild of Musical Artists and the Actors' Equity, although no details have been decided and the matter is still at the indefinite stage. Programs would probably be similar to the Screen Actors Guild broadcasts, sponsored by Gulf Oil Co., and proceeds would go to different actors' relief funds or the emergency funds of Equity and AGMA.

NEBRASKA'S MARKETING CENTER

KMMJ has moved to a most strategic and desirable marketing center — Grand Island, Nebraska. This livestock auction center of the Mid-west, with its million dollar railroad payroll, is the home of many prominent jobbers, wholesalers and manufacturers.

Thousands of old and new friends have heard our stronger signal from our new 330 foot Truscon vertical antenna and more efficient ground system. They are crowding in to see our new auditorium and meet their favorite radio entertainers.

We're now ready to give you "on the spot" help in adding new jobbers and dealers . . . pepping up established outlets . . . building additional consumer demand for your product. Let us tell you how it can be done.

KMMJ

GRAND ISLAND, NEB.

Randall Ryan, Mgr.

Rep. by Howard H. Wilson Co.

Court Actions

(*Continued from page 11*)

brought out that Arthur Lucas applied for the Savannah station March 29, 1937, and that on June 24, after it had designated that case for hearing, Colonial applied for the same local facilities. The court said the Commission's rule was clear, under which an application filed after an initial application had been designated for hearing does not have to be heard at the same time.

"We are unable to see anything unfair in this provision of the rule," the court declared in an opinion written by Chief Justice Groner. "It seems to us to be logical, reasonable and fair, as well as to promote orderly procedure. Nor do we think there is any inconsistency in adhering to the rule and yet permitting the later applicant to intervene in the proceedings on the first application to show proper cause, if he can, why it should not be granted.

Priority No Ground

"The argument to the contrary is that, since the Commission is required to grant a license only in the public interest, the fact of priority should cut no figure in the decision and that until the actual grant is made the field should be open to all comers and the respective merits weighed and decided before ultimate decision. But to hold that this is a positive requirement, would in our opinion extend the provisions of the Act beyond anything to be found in the language used by Congress. The duty imposed on the Commission is to grant the permit if public convenience, interest or necessity will be served."

The court continued that it is neither fair nor reasonable, as it had stated in previous cases, that the first applicant should be put in a "hodgepodge with later applicants" whose records are not made at the time his application is heard. "For to do so would encourage 'strike' applications and would replace a fixed and easily applied standard with one of unlimited individual discretion, and this, we think, should be avoided," it stated.

In conclusion, the court said that Colonial "as a sort of makeweight" assigned an additional reason for the appeal that the decision was not supported by proper findings of fact and was based upon the admission of improper testimony regarding the "need of the proposed station". Regarding this, the court observed that nothing need be said "since if there is no need of the service in Savannah, appellant's application ought not on any account to be granted and, in that view, it has sustained no injury."

A General Assignment

In the Stuart case, the court recited that Southwest, the successful applicant, filed its application in October, 1935, while Stuart filed in December of the same year. Both applications were heard in a consolidated proceeding and the examiner recommended the grant to Southwest. After a rehearing, the examiner again recommended granting of Southwest and oral arguments were held. Stuart then appealed, reciting a number of purported errors in the Commission's decision. The Commission had asked the court to dismiss the appeal on the ground that the citations of error were too general and that Stuart had no appealable interest. While the court did not act on this motion, it said in its opinion that the Stuart statement was merely a "general assignment without designation of particular errors upon which it is based."

In the Heitmeyer case, in which the court recently handed down a strongly worded reversal of the FCC, the Commission June 9 filed a petition to vacate its writ of prohibition and order of May 24 and to allow further arguments. Having already served notice that it intended to seek a Supreme Court review not only of the Heitmeyer case but also of the so-called Pottsville case, the Commission sought to reopen the proceeding before the lower court in that it desired to exhaust all legal remedies below. The case involved the petition of Paul R. Heitmeyer to enjoin the FCC from holding a further hearing on his application for a new station in Cheyenne.

The Commission contended that the court, in issuing a writ of mandamus against the FCC last May, had denied the FCC a proper hearing on the issuance of the writ. By this action, the Commission contended, the FCC was foreclosed from pointing out to the court its contention that the court lacked the constitutional power to grant the requested relief.

On June 5 the court was petitioned by Eliot C. Lovett, Washington attorney, to grant writs of prohibition and mandamus against the Commission in the *Courier Post* case, involving the application of the newspaper for a local station in Hannibal, Mo. The Commission had denied the application but the court on March 6 reversed the Commission in a decision claiming that the Commission has refused "and still refused to proceed in accordance with the decision of the court." The attorney asked that a writ of prohibition be issued prohibiting the Commission from holding a further hearing upon the application and for a writ of mandamus commanding the Commission to grant the *Courier Post* application and give it its station.

Commission Opposition

On June 9, the FCC filed its opposition to the petition for the writs claiming that the court constitutionally cannot issue them as prayed for because the relief requested requires the exercise of a "non-judicial function". The desire of the *Courier* Post to invoke the aid of the court to obtain a grant of its application without holding any further hearings on the question of interference "is tantamount to requesting this court to direct the members of the Commission to act upon petitioner's application without regard to the effect which such action might have upon the interest of the public residing in the areas either now served or proposed to be served by other licensees or applicants for licenses," the Commission said.

On June 12 the *Courier Post* filed its reply to the FCC opposition, claiming among other things, that the court has the power to issue the writs; that the judgment of the court was rendered pursuant to the exercise of its appellate jurisdiction; that its petition stated a basis for the granting of the writs requested and that in the light of the court's opinion in the recent Pottsville case and of Supreme Court decisions, the request for relief states "exemplary bases for granting the writs requested."

GE Poetry Contest

FOURTEEN General Electric dealers, regular sponsors of quarter-hour programs on four New York area stations — WBNX, WHOM, WOV and WWRL—are using daily spot announcements on the programs to promote a national poem-writing contest sponsored by General Electric. Rex Cole, New York distributor of the company's appliances, is managing the New York end of the contest, while Maxon Inc., Cleveland, handles it nationally. Entrants, limited to boys and girls 18 years of age and under, are required to complete ten stanzas of poetry about electrical appliances, winners to receive 65 GE radios and $3,500 in cash.

"The Crystal Specialists Since 1925"

SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific RADIO SERVICE

124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Spot buyers use 169% more time over WOAI than over any other San Antonio station

WOAI in San Antonio

NBC TQN

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

Indiana U. Plans Radio Conference

Industry Figures Listed on Agenda for Roundtable

THE FIRST radio work conference in the Midwest will meet at Indiana University, Bloomington, June 16-17 under sponsorship of the University's radio division, headed by Lee R. Norvelle, director, and Robert E. Allen, program director.

Described as a meeting in which "radio people of the North Central States may sit down around the table to discuss their mutual problems," the conference will have on its program representatives of 33 stations in that area. Questions to be discussed include low cost program production, balancing the program schedule, experimental radio, musicians' union and ASCAP cooperation, listening audience surveys, and educational and social service programs.

All questions will be considered through panel discussions with the only formal address to be made at the Conference dinner on June 16 by Tom Wallace, editor of the *Louisville Times*, who will speak on "Radio-Newspaper Relationships".

The program follows:

June 16

"Experimental Radio" — Chairman, W. Guenther, coordinator of facsimile and television, WLW, Cincinnati.

"Low Cost Program Production" — Chairman, Robert Kennett, WHAS, Louisville; Warren G. Davis, WLAP, Lexington; Mendel Jones, WCKY, Cincinnati; C. A. McLaughlin, WIBC, Indianapolis; Charles R. Cook, WJBL, Decatur; C. A. Rowley, WICA, Ashtabula, O.

"Balancing the Program Schedule" — Chairman, Irwin A. Johnson, WBNS, Columbus; Eldon Park, WLW; Harold A. Miller, WGIL, Galesburg, Ill.; Wendell Loveless, WMBI, Chicago; C. R. Richardson, WDAN, Danville, Ill.

Dinner—Speaker: Tom Wallace, editor of *Louisville Times*, "Radio-Newspaper Relationships."

June 17

"Surveying the Listening Audience"—Chairman, Harold A. Safford, WLS, Chicago; J. Leonard Reinsch, WHIO, Dayton; W. C. Swartley, WOWO, Ft. Wayne; Hal Burnett, CBS, Chicago.

"Better Cooperation with Musicians' Union and ASCAP"—Chairman, Edwin Mittendorf, WIND, Gary; Edgar L. Bill, WMBD, Peoria; R. R. Baker, WTRC, Elkhart; Ralph H. Patt, WPAY, Portsmouth, O.; Mortimer Watters, WCPO, Cincinnati; Vernon Pribble, WTAM, Cleveland.

"Better Newspaper Relations and the News Broadcast" — Chairman, Eugene Pulliam, WIRE, Indianapolis; Martin O'Brien, WMRO, Aurora, Ill.; S. A. Cisler, WGRC, Louisville; Sterling Beeson Jr., WTOL, Toledo; Leslie C. Johnson, WHBF, Rock Island; Gene Newhall, KYSM, Mankato, Minn.; Hugh O. Potter, WOMI, Owensboro, Ky.

"Educational and Social Service Programs" — Chairman, Clarence Leich, WEOA, Evansville; William Schudt, WKRC, Cincinnati; Lavina Swartz, CBS, Chicago; Larry Roller, WHK, Cleveland.

WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

JACK CREAMER of the maintenance department, walked away with the final playoff in the NBC Hollywood Athletic Association's second annual tennis tournament on June 3, beating George Hatch, guest relations staff member with a score of 6-0, 6-3, for singles. Creamer was last year's winner of singles. Teamed with Lew Frost, executive assistant to Don E. Gilman, NBC western division vice-president, Creamer also took Art Carter, staff photographer and Ray Ferguson, engineer, in the doubles with a score of 6-1, 6-2, 6-4. The pair was also last year's winners. Prizes and trophies presented by Bing Crosby, Jack Benny, Rudy Vallee, Young & Rubicam and Lord & Thomas, were handed out by John Swallow, NBC western division program director and Tony Stanford, producer of J. Walter Thompson Co. Photo shows (l to r) Lew Frost and Jack Creamer receiving the trophies from Stanford and Swallow.

WHO Girl to Movies

EVA MAE GREENWOOD, known to the audience of WHO, Des Moines, as "Louisiana Lou", has signed a seven-year contract with Republic Pictures. Although she will make four films a year, the singer will continue her work at WHO. Present plans call for a trip to Hollywood in July for her first picture in which she will be teamed with Red Foley, featured vocalist of *Avalon Time*, in a vehicle starring Roy Rogers, Western film artist. Her radio name will be used in the movies. A former music teacher, Miss Greenwood began her radio career on WJDX, Jackson, Miss., where an audition won her a post as a staff artist. She has been with WHO for the last seven years as one of the brightlights of the *Barn Dance Frolic* and other productions. In addition to her radio work, she has recorded for Victor and Decca.

SWIFT & Co., Chicago, will hold another *Swift Sales Meeting of the Air* July 17, 8:15-8:30 a. m., on an NBC network. The broadcast, aimed at acquainting field staff and dealers with latest sales developments and methods, will have pickups from Chicago and New York with company officials participating. The firm sponsors *Sunbrite Smile Parade*, a daytime variety show on NBC starring Ransom Sherman.

NEGOTIATIONS between WCAU, Philadelphia, and Broadcast Local 28, American Communications Association, are under way for a new contract covering staff technicians to replace the present contract, in force for the last two years.

Rural Radio Scholarship Winners Picked by WLW

MERTON V. EMMERT, 23-year-old Kansas State College senior, and Charles F. Gr sham, 24, of Alabama Polytechnic Institute, have been named winners of the agricultural scholarships in practical radio training offered by WLW, Cincinnati. Both will receive $500 and a tra ning course in all phases of radio work, beginning July 1, under supervision of George C. Biggar, director of rural programs for WLW. The winners were chosen after a comprehensive test of writing ability, scholarship and programming initiative.

WLW also has announced the board of nine judges who will choose preliminary winners in the WLW-Cincinnati College of Music scholarship auditions [BROADCASTING, June 1]. J. Herman Thuman, director of the Chicago of Music, is general chairman. The stringed instrument judging group includes Joseph Kolmschlag, Emil Heermann and Walter Heermann of the Cincinnati Symphony; Joseph Cherniavsky, WLW musical director; Uberto Neeley, radio extension director of the College. The brass and woodwinds judging group comprises Robert Cavally, Herbert Tremeyer and Corwin Taylor of the Symphony; Joseph Surdo, of the College of Music.

Preliminary auditions are scheduled June 15-17, when nine performers will be chosen for final judging. At the same time MBS stations in the East and Midwest will choose other preliminary winners, whose work will be recorded and sent to Cincinnati for the finals. The 12 scholarship winners, each of whom will receive a year's free training at the College, will be announced in August.

Industry Figures

THAT the manufacture of radios, radio tubes and phonographs in the United States centered in 162 establishments, employing an aggregate average of 48,343 wage earners during the year and turning out $277,807,000 worth of products, was disclosed in 1937 census of manufactures of the Bureau of the Census. Cost of materials, fuel, power etc. was placed at $154,906,000 with $122,902,000 as the value added by manufacture. The industry ranked 44th in number of wage earners employed, 54th in the value of products turned out.

KMBC *Rangers* in Movies

THE MUSICAL *Texas Rangers* of KMBC, Kansas City, recently went on location on the West Coast to appear in a Republic Picture, tentatively titled "Colorado Sunset", starring Gene Autry, the singing cowboy. In the picture the *Rangers* are part of Autry's gang, back up all his musical numbers and participate freely in the biff-bang of Western movie technique. Arthur B. Church, president of KMBC, recently flew to Hollywood to check on progress of the film. Meanwhile, the *Rangers* have relinquished their 2:30 p. m. coast-to-coast CBS spot to KMBC's *Brush Creek Follies*, originating in Kansas City.

THE VOICE OF MISSISSIPPI

WJDX

5000 D
1000 N.

JACKSON

N.B.C.

MISSISSIPPI

Pay Rolls ON!

A general rise in employment and payrolls throughout the State.

- Highway construction. 34% increase.
- Sawmills. 11.2% increase.
- Retail trade. 6.5% increase.
- Railroads. 2.1% increase.
- Manufacturing. 11.7% increase in workers. Increase in payrolls. 23.8%.
- Invest your advertising dollars with WJDX. Mississippi's Dominant Radio Station gives you a market where trade and pay rolls on!

Owned and Operated By

LAMAR LIFE INSURANCE COMPANY

JACKSON MISSISSIPPI

ORDERS FOR 1,000 SILVER SETS AT $7.50 JAM 'PHONE LINES

WNEW NEW YORK

Each day—following Martin Block's popular Make Believe Ballroom—over 200 'phone calls ordering silverware sets (at $7.50 each) swamped WNEW's switchboard. In less than five days 1,000 had been sold.

THERE IS A REASON: By all independent surveys* WNEW ranks first in number of listeners of any New York non-network station. *on request

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY—1000 WATTS BY NIGHT

1250 KILOCYCLES

Television Seeks to Improve Methods

Programming Problems Met, Often Solved, By NBC Staff

By BRUCE ROBERTSON

"FIRST television fight broadcast scores tremendous hit" says a current advertisement for RCA television sets in New York newspapers, which continues, "New Yorkers had a new experience a few nights ago. They not only heard but *saw* Nova defeat Baer in the heavyweight battle at the Yankee Stadium."

The word "first" also appears in much of NBC's television publicity. In the last few weeks, which, incidentally, have been television's first few, the network's press releases have heralded not only the "first televised prizefight," but also the first baseball game, fashion show, ballet lesson, six-day bike race, track meet, cabaret, ice skaters, wild animals, and visiting royalty to face the television cameras.

And so, undoubtedly, they will continue for some time to come. For novelty arouses interest, and until the producers of visual broadcasts have acquired the skill that can be gained only through experience, the new medium must depend on novelty as its chief appeal. Technically, television is out of the laboratory and able to do a job, but the program department is just beginning its experimental period.

Talent Training

This is one reason why NBC's studio productions have been chiefly variety shows, programs in which artists from other entertainment fields performed their specialties before the television cameras. For actors in a television performance must have memorized their lines and their action; they must be suitably dressed and made up; they must, in brief, be prepared to put on a perfect performance for the eye as well as the ear, and this requires long and arduous rehearsing. Not that television producers have shirked their task; they have merely used talent that was ready to appear while preparing for more unified television.

On June 19, for example, NBC will telecast an hour production of the familiar Gilbert & Sullivan operetta, "Pirates of Penzance". And to the variety programs the producers are adding a central theme to give coherence to the complete show, such as the *Television Debuts* series, in which a master of ceremonies appears as a casting director, trying out each act to determine its television possibilities.

Sporting events have also been eagerly snapped up for television, for here again the actors know their parts without need of coaching from television directors. In addition, as Thomas Hutchinson, director of NBC television programs said, in announcing the first baseball telecast: "Sports will furnish much of the most interesting material we could televise. News while it is still in the making, long before the outcome of an event is assured, is one field where television already surpasses all other media of mass communication."

The results so far bear him out. "Television," wrote Alton Cook in his radio column in the *New York World-Telegram* on June 2, "is going to be an excellent substitute for those expensive fight tickets. NBC's first attempt threw a clear, exciting picture of the Max Baer-Lou Nova fight on television's small screens last night. Inadequate equipment and inexperience with the new problems blurred parts of the fight. The two men could be seen with complete clarity only when they were on the side of the ring nearest the camera. Even on the far side of the ring, however, the general course of the action could be easily followed."

The *New York Herald-Tribune* on June 2 reported: "Although the screen was too small to catch the battered features of Baer, the fight action was reproduced with striking clearness. If television failed to put its audience in ringside seats, at least it provided as good a view as could have been obtained from the second tier of the grandstand."

Await Better Equipment

As Orrin E. Dunlap Jr. summed it up in the *New York Times* the following Sunday: "To see a prize fight telecast is 10,000 times more interesting than listening sightless to a broadcast announcer. The telecast batters broadcasting into the category of the silent film."

Criticisms of inadequate equipment and inexperience do not bother the telecasters, for they know much better than their critics the need for additional mobile cameras, equipped with telephoto and wide angle lenses, which they will have as soon as the factory can supply them.

Of more concern is the fact that promoters of sporting events, alarmed by the possibility that fans may prefer looking in at home to paying for seats at the park or hall, may refuse to admit the television cameras at future affairs. The estimated 20,000 people who viewed the fight on sets in store windows and theatre lounges were, to the promoter, just so many unsold tickets. And the sign displayed by one theatre near the stadium, "See the fight and a feature picture at no extra cost," did nothing to alleviate this feeling.

Perhaps, as Richards Vidmer suggested in his "Down in Front" sports page column in the *New York Herald-Tribune*, "the introduction of television may revise the whole promotional profession. At the moment, and in spite of radio, Mike Jacobs just about controls the important business of boxing. Yet there arises the question of whether the future might not find the big fights promoted by RCA or CBS. After all, if televising fights, baseball games, horse races and such events of major interest in the sphere of sports proves as successful as the predictions seem to indicate, the main crowd of fans will be those who are miles away; only the minority will be on the actual scene."

NBC Expands Video Program Schedule, Drops Repetition of Technical Films

A REVISION of NBC's television schedule that increases the number of studio programs and outdoor pickups with the mobile unit and at the same time discards entirely the so-called "demonstration" programs of film transmission, goes into effect in mid-June. This action symbolizes the reaction of NBC television executives to six weeks experience with actual public television, during which they have closely studied not only the programs but the reaction to them of public, press and dealers.

The new schedule calls for three evening studio presentations weekly, 8:30-9:30 on Tuesday, Thursday and Friday, one more than the present schedule of an hour on Wednesday and Friday. From 4 to 5 on Wednesday, Friday and Saturday afternoons outdoor programs are scheduled, and during four noon hours each week—Tuesday, Wednesday, Thursday and Saturday, from 12 to 1—NBC will present programs of interviews, variety acts, movie shorts and the like, each ending with a five-minute newscast.

Abandons Films

NBC does not expect any complaints on its action in dropping the 24 hours of commercial film it has been televising weekly to demonstrate the new art of picture broadcasting to World's Fair visitors and for dealer use in displaying television receivers to prospective purchasers.

The programs consisted chiefly of pictures made to publicize the plants and products of AT&T, U. S. Steel, General Motors, DuPont and other manufacturers who contributed their films to NBC for this use, and to maintain its schedule NBC was forced to repeat each picture frequently. The result was a general dissatisfaction. Dealers and their salesmen were bored at seeing the same pictures over and over. Even more important, a prospect who visited a store during his lunch hour two days in succession and saw the same film each time was not apt to be favorably impressed with the variety of entertainment that a television set would give him.

In fact, it was largely because of a bad dealer reaction that the network decided to discontinue these film transmissions and to give up the original idea of "demonstration" programs entirely. All NBC telecasts from now on will be intended for reception by all set owners and will be as entertaining as the program department can make them. The addition of

(*Continued on page 71*)

Movie-Television Cooperation Urged

Loewi Says Merging of Skill Would Bring Best Results

THE FULL cooperation of the broadcasting and motion picture industries is essential for television if this new art is to take its place as a major means of entertainment, according to Mortimer W. Loewi, vice-president and chairman of the board of Allen B. Du Mont Laboratories. The broadcaster, he said, has the technical skill necessary for the transmission of sound and pictures through the air by means of radio waves, but lacks experience in the production of visual entertainment. The motion picture producer has a background of 30 years of experience in the business of entertaining people with pictures, but knows little about broadcasting technique.

To present good television entertainment now, without keeping the public waiting for years while either broadcaster or picture producer attempts to learn the other's art, radio and the movies must work together in this new field, Mr. Loewi declared, with each side contributing its own skill and experience to hasten the perfection of this new art.

Plans Glass Studio

It would be silly, he said, for television to go through the long period of trial and error experimenting that characterized the first years of sound broadcasting. That was necessary, because when radio entered the entertainment field it had no precedents to guide it. But the situation is now quite different, he stated, since visual entertainment is no novelty and the movie industry knows what kinds of pictures the public likes and how to present them.

As he views it, the logical route of television development is for the broadcaster to confine his activities to furnishing facilities for programs prepared by the motion picture people. The motion picture industry realizes that it must protect itself against the encroachment of any new kind of entertainment that might cut into movie attendance, he said, and will not be so foolish as to turn over either its experts or its films to the broadcasters who are entering the television field. If, however, the picture people themselves direct television programming, Mr. Loewi said, they will develop home entertainment that will not conflict with that offered by the movie theatres.

The Du Mont company, which is affiliated with Paramount Pictures, is already planning to adopt the movie technique in its television productions. As soon as the FCC has approved the removal of its station from Passaic to 515 Madison Ave., New York, present site of the company's New York offices, the adjoining roof space will be glassed over and transformed into an outdoor studio similar to a Hollywood movie lot, where programs can be produced under natural lighting conditions.

CALL letters of the new CBS television station now being completed in New York will be W2XAB. It has been authorized by the FCC to operate with RCA equipment in the 42,000-56,000 and the 60,000-86,000 kc. bands.

Television News Notes

GENERAL ELECTRIC's new television station, atop Helderberg Mountain about 12 miles from Schenectady, is expected to begin operating shortly after Labor Day. Its tentative schedule calls for one hour in the afternoon and two hours at night each day. GE engineers reported early this month that, contrary to the theory that television programs can be received only 40 or 50 miles from the transmitter, they picked up a complete two-hour program from Empire State Bldg. transmitter the night of May 26. Using a standard GE television receiver, they stated reception was excellent.

* * *

HOLLYWOOD will have the highest television radiator in the United States when W6XAO shifts from its present site in downtown Los Angeles to the mountain peak site adjacent to Hollywood recently acquired by Don Lee Broadcasting System, Harry R. Lubcke, television director of that network, stated upon his return from New York in early June. New equipment has been purchased and switching of the station to Hollywood will be made as soon as the FCC permit is granted. "Plans for the new site of W6XAO call for an antenna at least 100 feet above the transmitter building overlooking Hollywood," Mr. Lubcke said. "Since the mountain recently purchased by Thomas S. Lee, president of the network, is 1700 feet high, the antenna will surpass the altitude of New York's Empire State Bldg. by one and one-half times. Mr. Lubcke estimates there are now 500 receivers in operation in the Los Angeles area, which by New Year he expects will increase to about 2,000.

* * *

FIRST American demonstration of the large-screen television reception installed in a number of London theaters was scheduled to be held June 14. Equipment developed by Baird engineers, including the newly-improved tube used for the first time in reproducing the Derby telecast in London, had arrived in this country and was being installed in the New York offices of Gaumont British Picture Corp., with which the Baird firm is affiliated, it was said last week-end. I. C. Javal, commercial director of Baird Television, is in New York to supervise the installation. Baird, Mr. Javal also reported, has opened free fortnightly courses in large-screen television at its factory in Sydenham, England, to supply the demand for experienced operators.

* * *

A NEW television pickup tube which will produce clearer pictures on the receivers of video set-owners was described June 7 before the Institute of Radio Engineers in New York by Harley A. Iams and Albert Rose, of RCA Laboratories. Whereas the electronic scanning beam of the previous pickup tubes had to be so strong to do its job that it caused splashes of electrons on the plate, dimming the clearness of the resulting pictures, the new tube focuses the beam with such precision that it allows little or no splash, improving the pictures to a considerable degree without any change in the receivers.

TELEVISION contains no threat for the present to the motion picture industry, delegates to Paramount Pictures Inc. national convention in Hollywood were told on June 8 by Stanton Griffis, chairman of the company's executive committee. Commenting on the film studio's acquisition of a 50% interest in the Du Mont Laboratories, Griffis said the company had been subjected to some criticism for its interest in television, but he held "it will become an adjunct to our business, rather than a competitor, and will remain an adjunct for many years to come."

He pointed out that present technical limitations will probably preclude commercial operation of television in cities of less than 100,000 population, which means that it can cover only about 40% of the national population and 6% of United States territory. "In the great cities," he said, "there is no question but that it will provide a new source of theatre revenue."

* * *

DOCUMENTARY programs, covering the dramatic stories behind the lives of taxi drivers, newsboys, hotel maids and people employed in all sorts of trades and professions, will provide a gold mine of material for American television, according to Donald Hunter Munro, BBC television director, who on June 10 returned to England after several weeks at CBS in an advisory capacity. Refusing to predict the course of American television program development, Munro said only that it would be distinctly American, and hence probably quite different from present English telecasts.

* * *

WFIL special events department broadcast the opening ceremonies of the Quaker City's first public demonstration of television held June 6 at the Franklin Institute with the cooperation of RCA. Featuring a dramatized prelude titled the "March of Communications", the broadcast brought to the microphone and camera Phillip C. Staples, president of the Franklin Institute and of the Bell Telephone Co. of Pennsylvania, and Vladimir Zworykin, inventor of the Iconoscope and chief of RCA's television research division. By means of two-way communication, Zworykin, standing in front of a television receiver in an adjoining room, conversed with Staples as to how the latter looked on the screen as he was interviewed before the WFIL microphone and RCA Iconoscope while the proceedings were described to the radio audience.

* *

PARAMOUNT PICTURES Inc., Hollywood, in a move to protect its planned California television activities, has applied in Sacramento for incorporation of Television Productions Inc., and the right to issue 25,000 shares of stock at a future date. Paul Reiburn, executive assistant to Barney Balaban, New York Paramount president, is listed as president. Other officers are Y. Frank Freeman, vice-president; Edith Shaffer, secretary and Walter B. Cockell, treasurer. Financially interested in the Allen B. Du Mont Laboratories, Passaic, N. J., Paramount officials said the new company was formed in anticipation of television developments on the West Coast.

WHEN the world's record non-stop auto arrived in Oklahoma City, WKY solved the problem of broadcasting from it by driving alongside at the same speed with its remote truck. Earl C. (Pappy) Hull, chief engineer, used the ultra-high frequency pack set, rebroadcasting through the 200-watt truck unit to a hastily set-up control room where the program was recorded in sections. John Shafer, WKY special events, was caught in the jump from truck to the non-stop auto while both moved at 25 miles-per-hour. The non-stop auto is driven by M. O. Weaver, of Duncan, Okla. It took five hours to record the program.

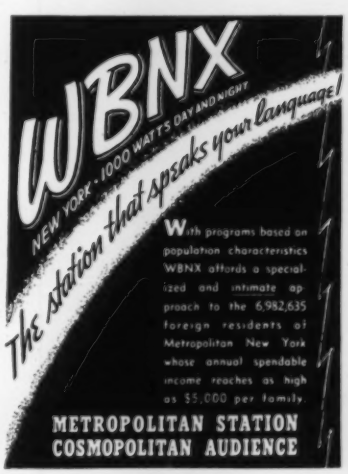
KENT Radio Productions, new program production organization, has opened offices at 512 Fifth Ave., New York. Personnel includes Rheta Randolph, formerly in charge of radio for Liebling-Wood, who is in charge of sales; VanBuren Lamb, formerly space and time buyer for Abbott Kimball Co., who is secretary-treasurer of Kent; Victor Bloom and Arthur McCaffery, writers, and Wendell Holmes, director and actor.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri


WBNX
NEW YORK • 1000 WATTS DAY AND NIGHT
The station that speaks your language!
With programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as $5,000 per family.
METROPOLITAN STATION
COSMOPOLITAN AUDIENCE

$20,000,000.00
In New Wealth
The Northeastern Oklahoma
GRAND RIVER DAM
The largest multiple-arch dam ever built . . . longest dam in the United States . . . a straight 50 miles from Tulsa, in the rich Northeastern Oklahoma area that KVOO's 25,000 watts so thoroughly cover. This area contains 40% of Oklahoma's population; furnishes 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! Cover Oklahoma's Greatest Market with KVOO! Both N. B. C. Networks.
EDWARD PETRY AND COMPANY
National Representatives
KVOO
TULSA

Radio Figures Featured By Current Magazines

ELLIOTT ROOSEVELT'S career and Father Coughlin's activities are the subjects of two articles in the June *American Mercury*, with their prominence in radio a focal point of discussion. The President's son, head of the Texas State Network and a news commentator, is discussed by Herbert Corey under the title "The President's Problem Child." The article on Fr. Coughlin is in the nature of an "expose" of his alleged inconsistencies. Another prominent radio figure is the subject of an article in the June 17 *Liberty*. He is Lenox R. Lohr, NBC president, who is called "The Man With a Hundred Hobbies."

Bitner to Pittsburgh

HARRY M. BITNER, Hearst executive who has entered into a $450.000 cash deal to purchase WFBM, Indianapolis, has been returned to his former post of publisher of Hearst's *Pittsburgh Sun-Telegraph*, with which WCAE is affiliated. He will headquarter in Pittsburgh but will continue his regional directorship over the *Detroit Times*. Mr. Bitner in association with his son, Harry M., and Jesse L. Kaufman, former manager of WCAE, last month completed negotiations with the Indianapolis Power & Light Co. to buy its regional CBS outlet [BROADCASTING, June 1].

HILL BLACKETT, president of Blackett-Sample-Hummert, Chicago, has been elected Republican National Committeeman from Illinois.

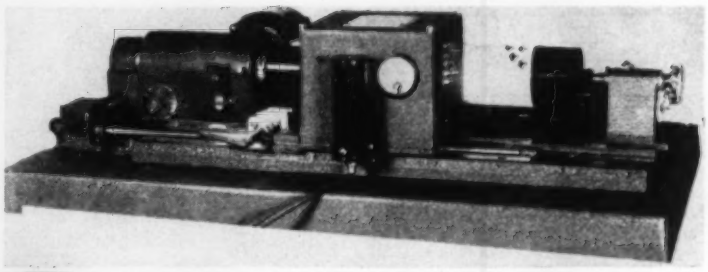
"There is no fixed yardstick for measuring media in any market." No advertiser can afford to overlook KITE's consistent audience in the Kansas City Market area. Facts are yours for the asking.

Radio Station KITE

KANSAS CITY, MISSOURI

1000 WATTS · 1530 KILOCYCLES

D. E. "PLUG" KENDRICK · L. L. "JAKE" JAQUIER



NEW FINCH facsimile apparatus includes scanner (above) capable of sending at rate of 20 square inches of copy per minute, or eight five-column tabloid pages per hour, using white copy paper and doing away with carbon sheets. Below is photo of the printer, which delivers 10 feet of copy per hour.

"Workshop's" New Series

SHIFTING to Saturdays, 8:30-9 p.m. (EDST), the *Columbia Workshop* on July 1 will start a series of 13 summer broadcasts in which eight revivals and five original plays by noted authors will be produced. Leading radio directors and actors will take part in the productions, including Irving Reis, now a Paramount writer who was the *Workshop's* first director and who will come from Hollywood to direct several of the plays. The originals will include a play titled "Radio Play" by William Saroyan, novelist and playwright. The series will begin July 1 with a re-run of "The Half-Pint Flask" by DuBose Heyward, one of the first *Workshop* productions. Among the revivals will be "The Fall of the City" by the Pulitzer Prize poet Archibald MacLeish, recently nominated by President Roosevelt to be Librarian of Congress. This was an epic written specially for radio. CBS early this month issued a leaflet to its stockholders describing the origin and development of the *Workshop*.

ACA Refiles Charges

CHARGING WLTH, Brooklyn, with failure to live up to its agreement to negotiate a contract for its engineers with the American Communications Association, CIO union, ACA has refiled its complaint against the station with the National Labor Relations Board. Original charges were dropped at the time of the agreement.

The union recently won its NLRB case against another Brooklyn station, WVFW, over the discharge of Charles Hulburt, an engineer, with the result that the station rehired Hulburt and paid him $700 in back wages. He had been discharged Feb. 17, 1938, and WVFW, through an NLRB order based on a stipulation, was required to restore any loss of pay he may have suffered by paying him a sum equal to the amount of the wages he would have earned from that date to May 9, 1939, less any amount he may have earned during that period.

PAT FLANAGAN, sportscaster of WBBM, Chicago, celebrated his 17th anniversary in radio June 11. He started as a time salesman on WOC, Davenport, and joined the WBBM staff in 1928 as a farm expert, which position he held for three weeks before transferring to the sports staff.

ADD WHN AND MULTIPLY RESULTS!

Do you want more New York sales? Smart national advertisers use WHN to supplement their network programs in the world's richest market.

WHN DIAL 1010 NEW YORK CITY

EDWARD PETRY & CO., INC. National Advertising Representatives

FASTER FACSIMILE DEVISED BY FINCH

A FIVE-COLUMN tabloid-size facsimile transmitter with associated recording equipment, which turns out copy at a speed of 20 square inches per minute, or eight full pages per hour, has been developed by W. G. H. Finch, former assistant chief engineer of the FCC and now president of Finch Telecommunications Laboratories Inc., New York.

One of the new high-speed units will shortly be on display and in operation at the All-America Cables exhibit at the New York World's Fair. The new unit is capable of transmitting and receiving press matter, bulletins, drawings, sketches, photographs, complete advertisements—in fact all the major features of a modern newspaper. All copy is reproduced on dry electro-sensitive "high-speed" marking paper, issuing black-on-white copy without the use of chemical solutions or carbon transfer sheets.

The transmitter or scanner is of the drum type, as shown in photo, the drum measuring 11 inches in circumference and 17½ inches in length. Extra or spare drums are provided in order that copy may be made ready, so that drum changes can be made at a moment's notice.

According to Finch, the specifications of the new high-speed apparatus, which is self-synchronizing and can be operated from any power source, include 200 scanning lines (r.p.m. of drums) per minute; 100 lines per inch; 11-inch stroke; 11-inch scanning drum circumference; 17½-inch length of scanning drum; 1,000-foot length of paper on recorder; 10½-inch width of paper; 10-inch width of copy; 10 feet of printing per hour.

'Ave Maria Hour'

EXPANSION of the *Ave Maria Hour*, Catholic spiritual program developed by Father Patrick McCarthy, of Garrison, N. Y., to include additional New England outlets, was announced June 5. Keyed by WMCA, New York, the broadcast is now heard at 12 noon Sundays over WICC, Bridgeport; WNLC, New London; WATR, Waterbury; WCSH, Portland; WNAC, Boston; WSAR, Fall River; WHAI, Greenfield; WLLH, Lowell; WBRK, Pittsfield; WSPR, Springfield; WFEA, Manchester. WTHT, Hartford, broadcasts the program at 1 p. m. Transcriptions, at varied hours, are employed by WBRY, Waterbury; WGAN, Portland; WMEX, Boston; WLAW, Lawrence; WORC, Worcester; WCAX, Burlington; WQDM, St. Albans.

KSTP

Northwest's Leading Radio Station

50,000 WATTS SOON

LOWEST COST PER LISTENER IN TWIN CITIES AREA

Basic Red Network

MINNEAPOLIS SAINT PAUL

CMQ INTERFERENCE ON 780 IS ENDED

ELIMINATION of interference caused by the operation of CMQ, high-power Havana station on the 780 kc. regional channel assigned to this country, was announced June 4 by Campbell Arnoux, general manager of WTAR, Norfolk, after deliberations with Cuban officials in Havana.

Since last December both WTAR and WMC, Memphis, which are assigned to 780 kc., have suffered serious interference in their primary service areas because of CMQ's operation on the frequency. To override this interference, the FCC authorized the stations to use 5,000 watts full time, in lieu of their 5,000 watts day and 1,000 watts night operation.

A voluntary agreement between the three stations, declared to be unique in broadcasting, was worked out. Mr. Arnoux and H. W. Slavick, WMC general manager, accompanied by C. W. Horn, director of research and development of NBC, spent three weeks in Havana conferring unofficially with Government leaders and obtained permission to work out the plan.

Construction of a directional antenna for CMQ designed to suppress its signal in the direction of Norfolk and Memphis and concentrate it to the east where it will cover Cuba more effectively, was agreed upon. The three stations jointly agreed to bear the expense of the installation and an American engineer was engaged to supervise construction. Final adjustment of the apparatus was made during the first week in June and WTAR and WMC began their normal operations June 9 without interference anywhere in their primary coverage areas, according to Mr. Arnoux.

Movies on Shortwaves

CBS' present negotiations with the film industry to broadcast a weekly shortwave series to Europe and South America on Hollywood happenings were discussed by Alberto Zalamea of the CBS shortwave division at a recent meeting of the Export Adv. Assn. in New York. The broadcasts would be carried over the CBS shortwave stations W2XE in New York, and W3XAU in Philadelphia in six languages, Mr. Zalamea stated, and "would carry a step further CBS' desire to give the entire world a picture of the American scene." Frederic Willis, CBS director of shortwave broadcasting, is meeting each week with film representatives in the offices of Will Hays, president of the Motion Picture Producers & Distributors of America, and definite plans concerning the new series may be announced within the next few weeks.

DAVID SARNOFF, president of RCA, has given the NBC Stamp Club three stamps issued by Italy in 1938 to commemorate the late Senator Guglielmo Marconi. The Club's collection is on permanent exhibition on the fourth floor of NBC's New York studios.

WLS, Chicago, announces a 35% increase in spot business over May of last year. According to William R. Cline, WLS sales manager, orders indicate that June will run 30% ahead of last year, July 35% and August 75%.

WEST COAST TAKES TO CHEESE

In a Big Way as Tillamook Promotes Product With Only One Quarter-Hour a Week

By EDITH ABBOTT

Botsford, Constantine & Gardner, San Francisco

TAKE any cook book and thumb through the section devoted to "Cheese Dishes" and if you're discerning, you will see why most women shy away from these recipes. The chances are that 90% of them call for *grated* cheese. Grating cheese is a messy job and it is full of hazards.

Tillamook Cheese, product of the Tillamook Valley's famous Association of dairymen and cheesemakers, has long been known as a delicious cheese to eat, but because it is a natural cheese made of whole milk and therefore has a high butterfat content, it melts readily, making it an ideal cheese for use in cookery.

Grabbed Up by Public

After a one-time test announcement on two California NBC stations, Tillamook decided to feature a small rotary cheese grater throughout its fall campaign on the NBC Pacific-Red network for 25 cents and proof of sale. The little grater was demonstrated in the regular course of each radio cookery demonstration that formed the backbone of the Tillamook campaign. The basic Red network was supported for 10 weeks by two other California stations and by a campaign in *Sunset* magazine.

Some 3,000 were ordered the first month and well before the close of the drive in December the initial order of 10,000 graters had been exhausted. Each order carried proof of sale indicating an average purchase of two pounds of cheese. These orders, months after the drive, are still coming in and an effort is still being made to meet them. Even more than the actual purchases of Tillamook Cheese, it is felt the campaign was highly successful in spotlighting the name branded on the rind and in stimulating wider use for this famous Western cheese.

The surprising part of this campaign has been the quick consumer reaction despite the fact that there were no concerted merchandising drives to back it up. An effort was made at the beginning of the campaign and through *Sunset* magazine's cooperation in mailing out letters and proofs of the color page featuring the premium and the radio programs, to acquaint leading grocers and jobbers with the scope of the drive.

But no new display material was furnished and no special inducements were offered to feature the cheese. We have found our one 15-minute program a week an effective and economical basis for a campaign covering the Coast market.

New Quarters Dedicated By WBTM, Danville, Va.

WBTM, Danville, Va., formally dedicated its new studios and offices on the first floor of the Hotel Danville Bldg. June 5 with a series of special programs and congratulatory salutes. Official dedication ceremonies, conducted from 8 to 9 a. m., included in addition to music, short speeches by L. N. Dibrell, president of Piedmont Broadcasting Corp., WBTM licensee, and S. C. Ondarcho, vice-president and general manager.

The new WBTM quarters include three air-conditioned studios, sound-conditioned by Johns-Manville, along with enlarged office space and modern fixtures for the sales and program departments and the music library. Last year WBTM modernized its transmitter and speech input equipment. Local newspapers published long stories about the new studios, although previously it had been their policy to ignore radio.

School Using 4

AIR CONDITIONING TRAINING Corp., Youngstown, on June 5 started a summer campaign using quarter-hour recorded programs three and six times weekly on WSAY, Rochester, and WIBX, Utica; 18 quarter-hours weekly of participations on WHN, New York; 12 spot announcements per week on WEVD, New York. Weill & Wilkins, New York, handles the account.

"Throw this red ink away, Miss Smirch . . . we won't need it now we're advertising over CKAC!"

CKAC, Montreal "Canada's Busiest Station"—affiliated with CBS

On Maiden Voyage

MBS, CBS and NBC will broadcast special programs from the new Cunard White Star liner *Mauretania* during her maiden voyage from Liverpool, sailing June 17, to her landing on June 23 in New York City. Each network will have on board special representatives to handle the broadcasts. G. W. Johnstone, director of public relations and special features of WOR, Newark, sailed on the *Queen Mary* June 7 to accompany John Steele, Mutual's European representative, on the maiden voyage. Mildred Boutwood, assistant to NBC's London representative, Frederick Bate, will cover for NBC, while William L. Shirer, CBS Central European representative, will represent CBS.

Universal in Michigan

UNIVERSAL CREDIT Co. on June 12 started a new quarter-hour program, *Universal Music*, thrice-weekly on the Michigan Network, Monday, Wednesday, Friday, 7-7:15 p. m. The program features Larry Page and his orchestra, of Detroit. N. W. Ayer & Son handles the account.

A. J. OWEN CULBERTSON, at one time with the public relations staff of RCA in New York and later private secretary to Maj. Gen. James G. Harbord, RCA chairman, died June 6 in Bellevue Hospital, New York, following a stroke. Born in Texas in 1899, Culbertson, a lieutenant in the Army reserve, was a great-grandson of the superior judge of the Republic of Texas.

In Omaha **KOIL** is the basic Columbia outlet for 201,430 radio homes in this trading area.

In Omaha **KOIL** backs up your program with a tested, productive 7 Point Plus Merchandising Plan.

In Omaha **KOIL** is doing the outstanding sales job.

KOIL-OMAHA

Rep. by the Katz Agency

Advertising Dollars Hold Air and Press Freedom, Kirby Tells Convention

ADVERTISING dollars, in furnishing the economic foundation of American radio and press, make possible a free radio and a free press, Edward M. Kirby, public relations director of the NAB told delegates at the Business-Consumer Relations Conference in Buffalo June 6. He addressed the final session of the two-day conference sponsored by the National Assn. of Better Business Bureaus and members of the Greater Buffalo Advertising Club.

Outlining the projected NAB code for radio advertising Mr. Kirby pointed out that advertising has a social as well as an economic mission, and that the code's provisions for protection of the consumer include scrupulous attention to the Federal Trade Commission, Food & Drug Act and other legislative restrictions on products.

"Without the advertising dollar, a free press and free radio would not be possible in this country," Mr. Kirby declared. "Let those who seek to destroy and undermine advertising mark well these words. Let them consider, too, that if advertising has not full opportunity to appeal to our decent desires, to make us want new things and better things—then mass demand will dry up and with it mass production and mass employment."

COL. A. S. ANGWIN, deputy engineer-in-chief of the British Postoffice Dept., has been appointed engineer-in-chief, effective May 31, succeeding Sir George Lee, retired.

CRS

● The Only Regional Net With Stations In The First Eight Markets Of California

KFWB Hollywood
KSAN San Francisco
KFOX Long Beach
KFSO San Diego
KFBK Sacramento
KMJ Fresno
KWG Stockton
KERN Bakersfield
KTMS Santa Barbara

CALIFORNIA RADIO SYSTEM
Sacramento, Calif.

Code Submitted to Industry

(*Continued from page 9*)

the magnitude proposed (3 minutes, 15 seconds in a daytime 15-minute program, and 2 minutes 30 seconds at night). NBC, however, took the leadership in committee in demanding the longer commercials, and served notice that unless they were provided it would fight the provision to the finish on the convention floor.

The upshot, after practically an all-day debate on this subject alone, was that the committee concluded in favor of the yardstick supported by Vice-President William S. Hedges of NBC, which lengthened the day commercials considerably over those tentatively agreed to last March by the same group, which were basically the CBS standards. Exceptions were made, in deference to independent and smaller stations, so that the standards would not apply to participation programs, announcement programs, "musical clocks", or other locals falling within such general classifications.

The daytime yardstick recommended is 3 minutes, 15 seconds for a 15-minute program; 4 minutes, 30 seconds for a 30-minute program; 9 minutes for a 60-minute program. At the March meeting, the proposal was 2 minutes, 55 seconds for a 15-minute program, with an overage of 35 seconds for contests, and a flat 15% of program duration for 30 and 60-minute programs, with 35 seconds extra for contests.

It was first agreed by the committee to discard the 35-second contest overage because it might tend to encourage such offers, and result in abuse of the privilege.

Taboo Accounts

The nighttime yardstick proposed is 2 minutes, 30 seconds for 15-minute programs; 3 minutes for 30-minute programs, and 6 minutes for 60-minute programs. The March proposal was 2:10 for 15-minute programs, but with the 35-second contest overage, and a flat 10% for the longer programs. Thus, for the longer programs, the night limitations are practically the same, except that the contest bonus is removed.

Because of the desirability of allowing more leeway for local programs, the committee opinion was that these maxima might be observed in such cases, while networks would seek to keep their commercials within minimum limitations which they may have agreed upon.

A significant recommendation was that the delivery of not more than 125 words per minute constitutes the best practice in the handling of commercial spot announcements. This average was checked by Gomer Bath, assistant manager of WMBD, Peoria, who aided the committee in its work. He made an independent check over stations and networks to strike this figure.

It is in connection with types of accounts that would become taboo under the proposed code, both network and local, that much discussion will be aroused. Religious commercials, long a stormy question because of the problems raised by such accounts as Father Coughlin and Judge Rutherford, banned over NBC and CBS but still a big revenue-bearing source for other networks and independent stations, eventually would make their exit under the code.

Commentators Restricted

A flat ban on paid sponsorship of controversial discussions is proposed. This is broadened to include such discussions on sponsored commercials (like W. J. Cameron in the Ford Hour, or Dorothy Thompson in the General Electric program) unless representative spokesmen for both sides participate in the same program at the same time. An exception would be made in the case of discussions of public questions, when the matter involves an election or a referendum in connection with balloting. Then it could be commercial in accord with the political section of the law, and the interpretations adopted by the FCC.

Isolation of commentators so they will appear in programs devoted to straight commentaries rather than be interspersed in symphonies or other varied entertainment, is a definite objective.

Sharp criticism of this practice, particularly in network programs, gave rise to this proposal. Commentators would be required to express only their own views—not those of the sponsor. The advertiser, the code provides, must agree that upon demand by a member station, time will be given on his own program to present a spokesman representing a viewpoint opposite that of the regular commentator.

Medical Restriction

A catch-all provision on acceptance of commercials specifies that acceptance shall be strictly limited to products and services offered by individuals and firms who are engaged in legitimate commerce; whose products, services, advertising claims, testimonials, and other statements comply with all legal requirements, fair trade practices and standards of good taste.

In elaborating on this provision, the code would ban such accounts as hard liquor of any kind; fortune-telling, mind-reading, astrology or related programs; matrimonial agencies; schools offering questionable employment inducements; any race track, "dopester" or tip-sheet publications, and all forms of speculative financial or real estate promotion. In the medical line, the ban would be placed on all products or remedies which do not meet "every requirement of law or regulation", and as a matter of fact, the whole list of products, devices and services which have aroused the ire of or action by the Federal Trade Commission and Pure Food & Drug Administration.

Banned also would be so-called "scientific" talks on medical subjects by any one other than a graduate doctor holding a degree from a recognized institution.

Member stations would not permit advertising claims known to

FOR HEROIC service during the hurricane which ravaged the New England coast last fall, Wilson E. Burgess, 29, radio amateur of Westerly, R.I., whose "ham" station was for 56 hours the sole means of communication with the outside world, received the third annual Paley Amateur Radio Award. Photo shows William S. Paley, president of CBS (left), presenting the trophy to Burgess, following a luncheon at the Hotel Pierre, New York, on June 6. During the luncheon congratulations to Burgess from fellow "hams" were picked up by the American Radio Relay League station at the New York World's Fair and relayed to the dining room via The International Business Machine Co.'s Radiotype (radio-operated typewriter) which flashed them on the screen as they were received.

WFBL

Five Leading Dep't Stores Increase Use 144%

. . . for the first 4 months of this year. This is over and above what they used during the same period a year ago because of the increased business that WFBL brought them. *Repeat* business and *increased* expenditures . . . this is a typical client-record at WFBL. For full details write

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

KSCJ
THE SIOUX CITY JOURNAL
S. DAK. MINN. IOWA NEBR.

be false, deceptive or grossly exaggerated. They would not permit continuity which describes, repellently, any internal function. They would not accept testimonial or endorsement copy not fully substantiated. Unfair attacks or reflections upon competitors would be forbidden. Misleading statements of price or value likewise would be barred.

On children's programs, which have provoked repeated criticisms from women's groups because of purported "blood and thunder" aspects, the proposed code takes a definite position for diminution of this element, without, however, removing the "vigor and vitality" common to child adventure and imagination. It pledges a continuing study with parent and child groups to assure minimum requirements for member stations as a means of establishing acceptable and improving standards and outlines a series of "don'ts".

These programs must not contain sequences involving horror, torture or suspense, or the use of the supernatural or superstitious in such fashion as to overstimulate the child listener. Programs must reflect respect for parents, adult authority, clean living, high morale and honorable behavior. On the advertising side, an appeal may not be made through the voice of a program character; there must be no contest offers to encourage the child to enter strange places for the collection of wrappers or other evidences of purchase, and there must be specified restrictions on premiums, club memberships and proof of benefits promised.

Educational Programs

Educational broadcasting is recognized and encouraged under the proposed code. Each member station would be required to maintain a department or appoint a responsible person on its staff to handle clearance of educational programs, and to whom educational groups may look for guidance, instruction and development.

Another section of the 10-plank code is given over to business ethics, largely derived from the original NAB Code of Ethics, first instituted in 1928 and revised in 1935. This relates to maintenance of established rates for time; refusal to accept business on a cost-per-inquiry, contingent or percentage basis, or giving "free time" for commercials; handling of sustainings; disparagement of competitors, and exorbitant claims by member stations regarding coverage, scope, character or quality of service.

The proposed code is broken down into three separate brackets. The first is a statement of principles, affirmatively setting forth reasons for the voluntary move toward self-regulation. The second segment covers the basic code, which in effect is a complete rewriting of the Code of Ethics now in force. The third, and most comprehensive portion is the "Standards of Practice", constituting the code interpretations for the guidance of member stations, all subject, of course, to modification and approval of the convention.

As to enforcement of the Standards of Practice, the basic code sets out that there would be established at NAB headquarters in Washington necessary facilities for the continuous evolvement of the standards. These standards would be revised to include such other operating and ethical procedures as may be determined, to increase public acceptance of radio.

The proposed code was mailed to the membership June 10, in conformance with the mandate of the NAB board that the membership have at least 30 days prior to the convention to make a detailed study and criticism of it.

In addition to NAB President Miller, committee members and advisors who attended the two-day final drafting session in New York were Edgar L. Bill, WMBD, Peoria; E. B. Craney, KGIR, Butte, Mont.; Walter J. Damm, WTMJ, Milwaukee; Earl J. Glade, KSL, Salt Lake City; Gilson Gray and Harry C. Butcher, CBS; William S. Hedges, Ken R. Dyke, Mark Woods, and Miss Janet MacRorie, NBC; Paul W. Morency, WTIC, Hartford; Herb Hollister, KANS, Wichita; Theodore C. Streibert, MBS, New York; Karl O. Wyler, KTSM, El Paso; Ed Kirby, NAB public relations director; Edwin M. Spence, NAB secretary-treasurer.

WHEN STRIKES broke out recently in the coal mines of Kentucky's Bloody Harlan County, WAVE, Louisville, dispatched its mobile unit in the care of Louis Lau, Robert Graef (shown in car) and Announcer Bill Sherman (with mike) to pick up the latest dope. For a week Sherman and the engineering crew worked with troops sent to the scene by Gov. Chandler, broadcasting on the average of four times daily and furnishing first-hand eyewitness accounts of the frequent clashes between strikers, miners and National Guardsmen.

Avalon Placing

BROWN & WILLIAMSON Tobacco Co., Louisville (Avalon cigarettes), on June 20 starts twice weekly 15-minute discs titled *Twilight Trail* on KMOX WELL WJIM WIBM WOOD - WASH WFDF WXYZ WBCM. It is understood the series will be placed on about 10 other stations. This schedule is in addition to the series of sportscasts and spot announcements now on 17 stations [BROADCASTING, April 1]. The firm is also starting a twice-weekly quarter-hour disc series for Big Ben smoking tobacco on WWL, New Orleans, and WGY, Schenectady. It is understood that this series will be considerably expanded in the near future. Russell M. Seeds Co., Chicago, handles the account.

General Mills Test

GENERAL MILLS, Minneapolis (Bisquick), on June 5 started testing for 13 weeks quarter-hour dramatizations of novels by Kathleen Norris five times a week on KYW, Philadelphia. If successful, the program, one of the few daytime radio shows to use a popular name author, may go network this fall. Knox Reeves, Minneapolis, handles the account.

MARYLAND MOTOR TRUCK Assn., promoting local and highway motor transport, in Mid-June started the five-minute *Look at the World* feature, produced in cooperation with *Look* Magazine, twice weekly on WBAL, Baltimore. Courtland D. Ferguson Inc., Baltimore, handles the account, with Arthur Booth as account executive.

ANOTHER FINCH FIRST!
WORLD'S FASTEST
FACSIMILE SYSTEM

- Sensational new equipment now produces full size five-column tabloid page at rate of twenty square inches per minute or eight complete pages per hour!
- Transmits press, drawings, photos, advertisements—all of the features of a modern newspaper. Uses a dry electro-sensitive paper issuing copy black-on-white in fine detail and in original size.
- Finch Facsimile is self-synchronizing under all conditions of service and can be operated from any source of electric power, AC or DC, and from local batteries.
- Fifteen of the nation's major radio broadcasting stations, U. S. and foreign governments, now use Finch Facsimile in their daily operations.

GET FULL ENGINEERING AND COMMERCIAL DATA FROM

FINCH
TELECOMMUNICATIONS
LABORATORIES Inc.

1819 BROADWAY NEW YORK, N. Y.

FINCH
FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

WWNC
ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

ADVERTISERS
Big Opportunity!

Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC—the area's ONLY radio station.

Farmers From
Five States Are
Fans of KMBC's Early Morning
Farm Program, broadcast
Five-thirty to six-
Forty-five each week-day morning;
Far and away, Kansas City's
Finest daytime radio show!

★

Free & Peters can show you
Facts in a new mail map
Full of Fresh Figures—
Fairly bursting with
Fertile Sales Possibilities
For Alert Advertisers!

★

F'r gosh sakes,
Fone them today!

★

KMBC
OF KANSAS CITY
THE PROGRAM BUILDING
AND TESTING STATION

COME WEST
ON YOUR VACATION
TAKE U. S. No. 10
N.P. or C.M. & St. P.

See
America's Summer Playground
and visit our new studios

KGVO

5000 w. Day — Missoula
1000 w. Night — Montana
CBS Affliate

Check our coverage on your car radio between Spokane and Butte.

Wayne Randall Quits NBC

WITH the resignation of Wayne L. Randall as director of publicity of NBC, the department will function with Edwin P. Curtin, day editor, and Richard G. Spencer, night editor, reporting directly to Frank E. Mason, vice-president in charge of the department of information.

WSPR Corporate Setup

THE partnership operating WSPR, Springfield, Mass., composed of Quincy A. Brackett, Lewis B. Breed and Edmund A. Laport, has applied to the FCC for authority to transfer the station to WSPR Inc., in which each would own one-third interest. Coincidentally, the FCC ordered a hearing on WSPR's application for a change in frequency from 1140 to 1240 kc. and for fulltime operation with 250 watts night and 500 day.

NO WILD DOG,
MARROW BONE,
GREASY CREEK,
OR
CUB RUN, (KY.)

No, WAVE doesn't cover ANY of these real Kentucky towns. But we *do cover* the big Louisville Trading Area—1,070,918 people who do more business and more buying than all the rest of Kentucky combined. . . . If you haven't seen the WAVE data book—you ain't seen nothing yet! Write for a copy, and you'll get the most interesting facts you've ever read.

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

ABSOLUTELY DEAD
Were Remote Batteries With Four Minutes to Go

DESPITE interruptions caused by dead batteries on its shortwave transmitter outfit and a lightning-struck relay transmitter, WKRC, Cincinnati, recently covered National Guard exercise maneuvers at King's Mills, O. Four minutes before the special pickup was to go on the air, Chief Announcer Lee Bland tested the shortwave transmitter and discovered its batteries were dead. One of the engineers lugged over the battery from his car, another sent a friend a quarter of a mile in the inky darkness through the deep mud of the maneuver grounds to the highway to contact the telephone company for more batteries. When a third engineer tried to establish contact with the relay transmitter four miles away, he learned lightning had struck there.

Meanwhile the Cincinnati studios had dubbed in a musical interlude until contact could be cleared with Bland. Finally, with more and more batteries commandeered, Bland began his description of the maneuvers and interviews with officers. Shortly he was off the air again—the mike wire had tangled in the thick, wet underbrush and its connector pulled apart. Back on the air again, Bland picked up where he had left off and in a 25-minute broadcast gave a full description of the military activities.

Spanish Program Firm

INTERNATIONAL Broadcasting Co., El Paso, Tex., has been formed to produce and sell Spanish-language talent programs to reach Spanish-speaking listeners in the United States. Headed by Lester L. Farber, Yale graduate and former advertising director of an El Paso department store, the new firm already has programs on several Mexican stations. Chief announcer is Jose Samaniego, who has been featured on Mexican stations since 1929. Fernando Navarro, for 20 years on the Mexican stage, is program director.

MISS HYLA KICZALES, general manager of WOV-WBIL, New York, on June 10 was awarded a bronze medal by the Col. Francis Vigo Post Number 1093 American Legion in appreciation of the station's cooperation in furthering the activities of the Post and the ideals of Americanism.

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

Columbia U. Schedules Radio Course Speakers

TENTATIVE guest lecture schedule for the 1939-1940 course on *Radio Today* offered by Columbia University, New York, under the direction of Erik Barnouw, has been announced as follows:

Oct. 11—Sales Through the Air, E. P. H. James, advertising and sales promotion manager, NBC.
Oct. 18—Story of WQXR, John V. L. Hogan, president, WQXR.
Oct. 25—Producing a Radio Program, Paul Wing of *Paul Wing's Spelling Bee*, NBC.
Nov. 1—Sound Effects Demonstration, Walter R. Pierson, CBS director of sound effects.
Nov. 8—Audience Research, Frank Stanton, CBS manager, market research division.
Nov. 15—Radio Acting Demonstration, Dwight Weist, actor, *March of Time* staff.
Nov. 22—Music in Radio Drama, Howard Barlow, conductor.
Nov. 29—Review.
Dec. 6—The Radio Critic, Robert J. Landry, radio editor, *Variety*.
Dec. 13—Network Editorial Policies, Janet MacRorie, editor, NBC continuity department.
Jan. 3—Radio in England, Felix Greene, BBC American representative.
Jan. 10—Television Programming, Gilbert Seldes, CBS director of television programs.
Jan 17—Review.
Jan. 24—Examination.
Feb. 7—Introductory.
Feb. 14—Radio Writing, Lewis H. Titterton, NBC manager script division.
Feb. 21—Sustaining Programs, Julius F. Seebach, Jr., WOR director of program operations.
Feb. 28—The Short Sketch for Variety Hours, Arch Oboler, NBC director of plays.
March 6—Poetry on the Air, Norman Corwin, CBS director of *Words Without Music*.
March 13—Radio's Town Meetings, George V. Denny, Jr., moderator, *Town Meeting of the Air*.
March 20—Review.
March 27—Experiments in Radio Drama, William N. Robson, Director of Columbia Workshop.
April 3—Crime on the Air, Stewart Sterling, crime fiction writer.
April 17—Gag-Writing, Mort Lewis, writer for comedians.
April 24—Adult Education on the Air, Lyman Bryson, CBS chairman, Adult Education Board.
May 1—Open.
May 8—Facsimile Broadcasting, J. R. Poppele, chief engineer WOR.
May 15, May 22—Review and examination.

KMOX Aids Opera

COOPERATING the second successive year with St. Louis Municipal Opera underwriters, KMOX, St. Louis, recently furnished the entertainment at the formal dinner for the 900 local business and professional men who underwrite the Opera's season budget and their guests. Last year KMOX arranged a coast-to-coast CBS broadcast of the premiere of Jerome Kern's score for "Gentlemen Unafraid." This year the station dramatized with words and music the story of how the municipal opera was established. The story had been broadcast previously during the KMOX series, *The Land We Live In*, sponsored by Union Electric Co. Using talent from the studio and Opera personnel, the feature again was carried by CBS. Local press notices on the program, running a total of 1½ columns, represented the first time in St. Louis radio history that a radio production had been reviewed in the news columns of all local newspapers.

MIKES used by the comedy team, Olsen & Johnson in the current Broadway hit "Hellzapoppin" will soon appear with the call letters of CBS on them. Louis Ruppel, CBS publicity director, saw the show recently, noticed the microphones were "nameless", and sold the idea to the team for a promotion stunt.

Censorship Rule

(*Continued from Page 16*)

tant defender of free speech, immediately jumped into the fray. On June 7 its National Council on Freedom From Censorship sharply criticised the action in a letter to Chairman McNinch. He urged reconsideration of the rule and suggested a public hearing in which representatives of the radio industry and of the listening public might be heard. This was followed by the filing of the petition.

Newspapers Decry Censorship

Editorial comments on the rule literally screamed "censorship". The *Chicago Tribune* called it the "radio license fraud". Gen. Hugh S. Johnson, Scripps-Howard columnist, commended the NAB for its letter of protest and called the FCC rule a "Hitler manifesto". Other newspapers called for a "change in the personnel" of the FCC.

Commissioner T. A. M. Craven, who initially stood out against the language used in the rules, at a meeting June 7 suggested postponement of its effective date. This was voted down, however, with Commissioner George H. Payne, said to have been the leading proponent of the rule, assailing his stand. It was brought out that the rules become effective automatically and that technically any of the 14 stations not adhering to them at once would actually be violating them. However, in the light of the commotion stirred up, there was little likelihood of punitive action.

Informally, it was claimed that the language used in the regulation was taken practically bodily from the Montevideo Radio Conference convention. However, it was not explained that the provisions of that convention had to do with the allocation of five frequencies for the use of Latin American nations in furthering the good neighbor policy which were not assigned for the exclusive use of stations in this country. These frequencies have been allocated temporarily to CBS, General Electric and World Wide Broadcasting Co., Boston.

Mr. Miller's Protest

In his letter of June 3 to the FCC, Mr. Miller requested the Commission to conduct a hearing on the regulations and to reconsider its action of May 23 by postponing final action until after the hearing.

Mr. Miller pulled no punches. He questioned the FCC's legal authority to promulgate the rule, asserting he had been unable to find any provision of the Communications Act or any decision of the court which would authorize the Commission to pass upon the conduct of broadcast programs, either directly by prior examination of the program material or indirectly by imposing requirements which would have the same effect.

He pointed out that if the FCC has such authority in the international field it must have equal authority over domestic broadcasting. If licensees of international stations can be required to restrict their programs to any regulatory authority's concept of American culture, then domestic stations could be required to limit their programs to some official definition of culture, education and entertainment, he asserted.

After pointing to the dangers of such restrictive regulations, not only to radio but to the press, Mr. Miller said that if international broadcasting is to be continued as a private enterprise "we feel that the regulatory authority should confine its functions to questions of technical efficiency, allocation and general performance in the public interest."

Pointing to the tremendous strides made by American international stations during the last few years, Mr. Miller said their programs are being exclusively designed for international audiences. Responses received indicate that foreign listeners appreciate the fact that these programs have not undertaken to propagandize any political ideology, he pointed out.

"This should be continued," he said, "because the most effective way to develop and foster international goodwill by the United States is to avoid copying the tactics of totalitarian governments who supervise and direct all broadcasting."

A DETROIT BANK SELLS DETROIT

To Detroiters by Unearthing Local Composers Whose Songs Have Become Popular

By R. M. MEISEL
Advertising Manager
Industrial Morris Plan Bank of Detroit

"SEE AMERICA First" and "Know Your Own State," are splendid slogans, but for a bank owned and operated by Detroiters for Detroiters, in our opinion, "Know Your Own City" was a fitting subject upon which to build our bank's radio program.

We started with a program called *Little Known Facts About Detroit*, a series of five-minute talks on civic, industrial and cultural life in Detroit. E. A. McFaul, our bank's radio commentator, developed and presented this material. The program was a success. Our proposed 13 weeks grew into 39, with a total of 169 broadcasts.

Our next move was to find an equally interesting series, based again on Selling Detroit to Detroiters. We knew that at one time Detroit was the music publishing center of the world. We knew a number of smash hit songs were written by Detroiters. How many, we did not know, and little did we realize at the time there were so many. The idea was enough, and the formula, "Music the Universal Language", and "Selling Detroit to Detroiters", was a natural. The ball started rolling. In this rolling process was gathered the names of some of America's outstanding song writers who, if not born in Detroit, had lived here many years and came to know Detroit as their home.

Read the list of names and a few of the songs they have written: Seymour Simons, "All of Me"; Whiting & Egan, "Japanese Sandman", "Tulip Time in Holland"; Buddy Fields, "The Night Shall be Filled with Music"; Gene Buck, "Sally in our Alley"; Will Collins, "Falling"; Richard Pascoe, "Tumbledown Shack in Athlone"; Will Dulmage, "Night Time in Nevada"; Ange Lorenzo, "Sleepy Time Gal"; Dudley Vernor, "Sweetheart of Sigma Chi"; Gerald Marks, "Brother Can You Spare a Dime"; Steve Pasternacki, "Precious"; Harold Berg, "Freshie"; Ed Farley, "The Music Goes Round and Round."

We even discovered that Detroit's well-known George Moriarity, American League Umpire, was a song writer too. In 1905 he wrote a popular little ditty entitled "Love Me Like the Ivy Loves the Old Oak Tree". Each week brought news of other hits composed by Detroiters. The research on the songs brought to light some very interesting information. For example:

"Till We Meet Again" is America's best all time seller—yet the authors, Egan and Whiting, threatened to leave the Remick organization because Mr. Remick insisted on plugging, "Till We Meet Again" instead of their new song, "I Love You More for Losing You Awhile."

Gerald Marks insisted that his song, "Is It True What They Say About Dixie" was behind the times and would never sell.

Jay Gorney found the title for his famous song when a young man in Central Park said to the music writer, "Brother Can You Spare a Dime?"

"Song Hits by Detroiters" was broadcast each Sunday afternoon from 5 to 5:15 on WWJ, placed through R. M. Meisel Agency. The program was flexible. The show was built around an interview with the author, fading the story for dramatized bits of human interest, all with local color.

From various sources we have gathered information which leads us to believe the show drew unusual attention. The Hooper-Holmes research organization made a telephone survey during the April 16 program, contacting 1,000 homes, which showed that 25% of the answerers were tuned to "Song Hits by Detroiters".

Our radio programs are but one of the mediums used in our public relations program—a department devoted exclusively to building goodwill for our bank. We know that our public relations program is producing sufficient results for us to continue it.

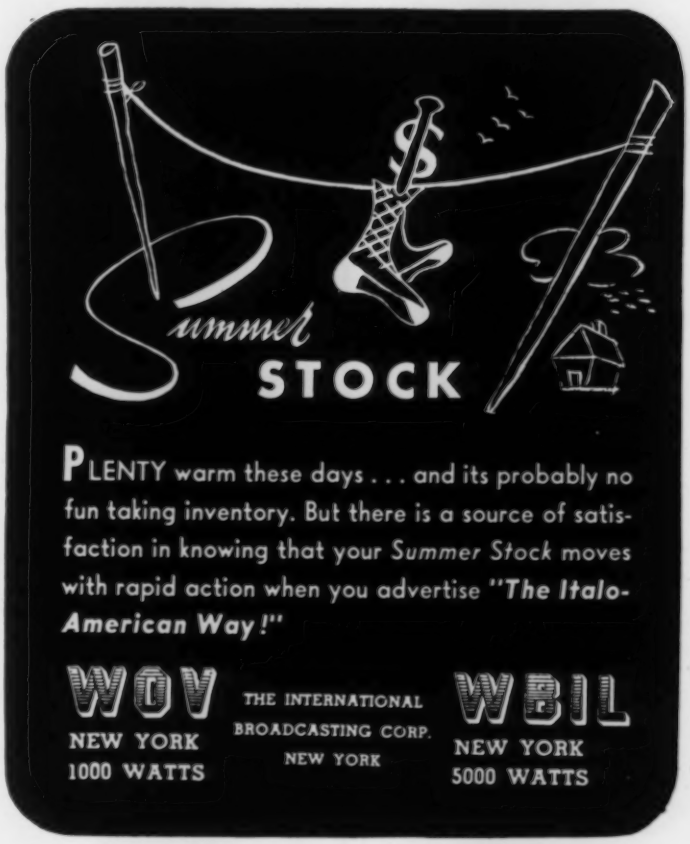
WHK, Cleveland, was authorized by the FCC June 13 to increase its day power from 2,500 to 5,000 watts.

MONEY TALKS!

You pay for "talk" when you buy time! WAIR listeners pay to listen, by buying your product in such volume as to return you a handsome profit.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer


Summer
STOCK
PLENTY warm these days . . . and its probably no fun taking inventory. But there is a source of satisfaction in knowing that your Summer Stock moves with rapid action when you advertise "The Italo-American Way!"
WOV
NEW YORK
1000 WATTS
THE INTERNATIONAL BROADCASTING CORP.
NEW YORK
WBIL
NEW YORK
5000 WATTS

Covering Royalty

(*Continued from page 15*)

Lewis jr., MBS Washington commentator, and Elliott Roosevelt on their regular programs on the network, descriptions of the activities were picked up from the scene for the network by Walter Compton, MBS presidential announcer, Stephen McCormick and Frank Blair, with Tony Wakeman and Art Brown assisting. Elliott Roosevelt, incidentally, was able to give first-hand impressions of events from which other reporters were excluded by reason of being included on the guest list of all White House and presidential functions.

MBS coverage in Washington included a pickup of the arrival at Union Station, descriptions of the garden party at the British Embassy by both Lewis and Roosevelt, and a 45-minute broadcast of the reception ceremonies in the Capitol rotunda, along with an interview between Rice and Compton.

Mutual covered the New York visit with five special broadcasts, starting from Red Bank where the reception by state officials was described by Henry Morgan and Arthur Whiteside. Dave Driscoll, MBS special features announcer, and Cameron King, were aboard the Coast Guard cutter *Campbell* to describe the progress of the royal party to the Battery. Tom Slater and Sidney Walton were stationed at the Battery to announce the official welcome. All World's Fair activities were covered by MBS, with descriptions by Alvin Josephy, Carleton Warren, Jerry Lawrence and Pattie Field. Frank Knight of MBS was stationed inside the Federal Bldg. to describe the royal luncheon.

All MBS broadcasts were transcribed for permanent record by the recording division of WOR, Newark, under the supervision of Ray Lyon, who is a distant cousin of Queen Elizabeth. The Queen—Lady Elizabeth Bowes-Lyon before her marriage—is descended from one branch of the original Lyon family, and Ray Lyon is a descendant of one of the brothers.

All on Record

EVERY SPEECH made by King George VI during his Canadian tour with Queen Elizabeth, along with other features associated with the royal visit, were recorded in Montreal and Toronto by Northern Electric Co. At various times each day the transcriptions were rebroadcast to remote sections of the Empire so listeners could hear the King's words during their waking hours.

Independents' 'Crown Network'

When the situation arose several days before the royal visit whereby none of the local independent stations were to be allowed to broadcast the King and Queen's tour through New York and the Fair, a "Crown Network" was established by MBS at the suggestion of Alfred J. McCosker, president of WOR, which gave all local stations the opportunity to pickup MBS broadcasts. The stations arranging to take the WOR-MBS broadcasts off the air and to rebroadcast them included WTNJ, Trenton; WBRB, Red Bank; WGNY, Newburgh; WFAS, White Plains. WHN and WQXR, New York, and WLTH, Brooklyn, arranged for programs via wire line.

A second cooperative proposition to allow coverage for the independents was arranged by WNEW, New York, which received permission from the Fair at the last moment to station Announcer Richard Brooks and Engineer Clifford Corbett inside the Federal Bldg. and feed the broadcast to any independent wishing it. Pickup of this WNEW broadcast as well as several other important broadcasts was done through CBS and NBC lines by WWRL, Woodside, N. Y., and WHOM, Jersey City. WMCA, New York, and WINS, New York, each picked up the CBS broadcasts direct, while WOV and WEVD, New York, picked up the WNYC broadcasts. WNYC, New York's municipal station, had its own announcers, Alden Ray and George Ward, on hand at the Battery to broadcast the ceremonies. Russ Johns also was in the Federal Bldg. for a WNYC broadcast.

Alka-Seltzer on 45

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer) has started five-weekly five-minute spots on 45 stations, placed through Wade Adv. Agency, Chicago.

PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Radio Executive—An expert in radio station and network relations seeks connection with network or outstanding radio station in station relations, sales promotion, research or publicity departments. Has writing and public speaking as well as sales experience and is well-known in broadcasting and agency circles. Present employers are informed of this advertisement. Box A390, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesmen. Midwestern regional. Give references, complete details, recent photo. Box A399, BROADCASTING.

Production. Program Manager, Midwestern regional. Give references, complete details, recent photo. Box A400, BROADCASTING.

Sales Manager. Midwestern regional. Give references, complete details, recent photo. Box A401, BROADCASTING.

Wanted — Capable sales and production manager for new 250-watt station on air September 1. Send snapshot; tell all including starting salary. Box A392, BROADCASTING.

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Situations Wanted

Announcer-Salesman wants job with small station. Recording upon request. Will go anywhere. Box A391, BROADCASTING.

Engineer employed in midwestern small town local desires change to larger city or station. Box A388, BROADCASTING.

Announcer desires position with small station seeking combination announcer-writer. Available for interview. Box A403, BROADCASTING.

Expert News Man. International background (U. S. A., London, Berlin); familiar AP, UP, INS; first-class copywriter; excellent radio voice, delivery. At present signed columnist big eastern daily, broadcasting weekly. Seeks full-time connection progressive station east or west affiliated NBC, CBS or MBS. Transcription. Box A397, BROADCASTING.

Chief announcer and night supervisor of one of nation's leading stations desires change. Five years experience, programming, production, script-writing, special events. Handled many network commercials and sustainers. Adept at "ad lib". Do you need this man? Box A404, BROADCASTING.

Sports Announcer — Valuable sports background. Handle studio utility. References. Recordings available. Box A395, BROADCASTING.

Attention Radio Academies & Stations! Instructor—speech, announcing, dramatics, programming. Studio-Announcerial duties. Box A396, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box 394, BROADCASTING.

Engineer employed on major network station, desires change. Wants a better opportunity. Experienced and available at once. Reliable and efficient, investigate! Address Box A393, BROADCASTING.

Wanted to Buy

Wanted: One Kilowatt transmitter all AC. Box A402, BROADCASTING.

For Sale—Equipment

Western Electric 353B-1 1 kilowatt transmitter complete, also two Blaw-Knox 254 ft. radiators. Box A398, BROADCASTING.

For Sale: RCA 100/250 watt transmitter now in operation. Box A402, BROADCASTING.

WAPI Challenges FCC Lease Denial

Questions FCC Injection Into Parties' Private Business

CHALLENGING the FCC's authority to inject itself into the "private or business affairs" of the parties involved, the three Alabama colleges owning WAPI, Birmingham, on June 2 filed with the Commission a petition for rehearing on the denial May 16 of voluntary assignment of the station to a new corporation known as the Voice of Alabama Inc.

Through Duke M. Patrick, counsel for the colleges as well as for CBS, which would become a 45% stockholder in the new corporation, the petition set up a series of specifications of error by the Commission in denying the transfer. It asked that the Commission reconsider its action of May 16 and grant the application on the basis of the record already established or grant the applicants an opportunity to present oral arguments before a quorum of the Commission.

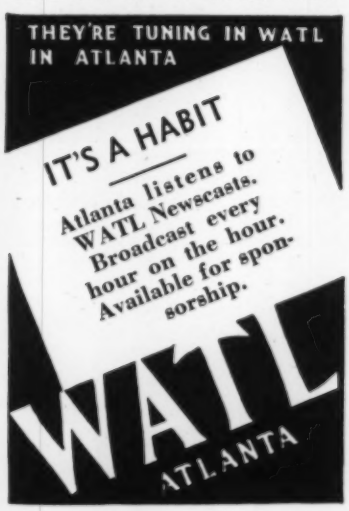
Follows KSFO Ruling

Because the decision established a precedent which apparently foreshadows the ending of all contracts involving station leases, great importance attaches to the case. The Commission grounded its decision largely on the provision under which the station license could be recaptured by the educational institutions. In that respect it followed the principle laid down last fall when the FCC denied an application of KSFO, San Francisco, for assignment of its license to CBS under lease. This decision was appealed to the U. S. Court of Appeals for the District of Columbia, which has it under advisement.

WAPI is owned by Alabama Polytechnic Institute, University of Alabama and Alabama College, but at present is operated commercially under a management agreement held by Thad Holt of Birmingham. The Voice of Alabama, in which CBS would hold 45%, with Ed Norton, Birmingham businessman and owner of WMBR, Jacksonville, as a 42% stockholder and Mr. Holt holding 13% stock, is a new corporation set up to take over the station under lease.

The petition, among other things, holds that the Commission's decision is erroneous and arbitrary and capricious in that it is based upon provisions of the lease agreement which relate solely to the private or business affairs of the parties and do not touch upon or in any manner affect the ability of the lessee to operate WAPI in the public interest and in conformity with the laws and rules and regulations. Further, it is contended that the Commission's action has no reasonable relationship to the function which the Commission is called upon to exercise under the law and that it constitutes an attempt at "unwarranted legislation through the establishment of a rule for future conduct under the guise of the proper exercise of a judicial function conferred upon it by the Act."

Moreover, the petition held that the decision constitutes an attempt to fix and prescribe a rule governing assignment of licenses different than and at variance with the rule established by Congress in the law. It was held further that it was at variance with other provisions of the law and with precedents already established by the FCC and its predecessor Radio Commission.


THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.
WATL
ATLANTA

NBC Video Plans

(*Continued from page 62*)

a Thursday night period was also largely due to dealer requests, as many of the stores selling receivers stay open on Thursday evening. The new noontime programs will also be helpful to dealers, it is believed. However, NBC says that this new schedule, like the earlier one, is only an experiment and will be changed if and when it seems advisable.

To replace the present film schedule on the receivers in the RCA Bldg. at the Fair, where thousands of out-of-town visitors are getting their first look at television, installation of a television camera is planned, with connecting cables to the receivers. Visitors will be interviewed while their friends watch them on the receivers, as now being done in the General Electric and Westinghouse exhibits. This will provide more interesting demonstrations than the present film diet and will also free the network's mobile television unit, which has been stationed at the Fair and occasionally used for such interviews, for more general use.

* * *

Must Have Networks

ALTHOUGH the means of network television have not yet been developed, networks are essential to the development of this new broadcasting art, Lenox R. Lohr, president of NBC, told members of the Edison Electric Institute June 6 at their convention in New York. The lack of good talent and good programs in many localities that led to the formation of networks for sound broadcasting will make television networks even more imperative, he stated, if there are to be programs of sufficient quality to make people purchase and use television receivers.

While telecasts have been carried for short distances over ordinary telephone circuits and for longer distances by coaxial cable, he said, the television networks will probably be through radio relays which are now being developed. With 40 or 50 relay stations to pass it along, a program originating in New York could be seen in Chicago, he continued, adding that the first such network would probably run from Boston to Washington. Some means of introducing television to a widespread audience must be found, he said, before any thought of selling time.

Stating that today television is in about the same stage of development that the automobile was in 1910, Mr. Lohr said that the technical problems had been solved fairly satisfactorily but that the program side of television was not nearly so far along. Since feature films are too costly to be limited to a single telecast, he said, the answer seems to be studio productions, supplemented with sports and spot news features picked up by the mobile unit.

Turning to the economic phases of television development, Mr. Lohr pointed out that there must be hundreds of thousands of receivers placed in homes before television can compete with other advertising media, and that it will take good programs to persuade people to buy sets. And until advertisers do begin to sponsor television shows the broadcaster must maintain them himself, at a cost of $1,000,000 a year for an hour a day on the air, he declared, adding, however, his belief that when commercial television does arrive it will sell goods better than any other medium.

A BARRAGE OF PUBLICITY

Clears the Path to Increased Sales

for advertisers on

NBC STATION

WTCN

MINNEAPOLIS ST. PAUL

EXPERIENCED RADIO advertisers know that publicity creates more listeners and more sales. WTCN advertisers have conclusive proof in results that the publicity given their programs is powerful and productive. Your program on WTCN will benefit from publicity in two great Northwest newspapers, the Minneapolis Tribune and the St. Paul Dispatch-Pioneer Press (Owners and Operators of WTCN), whose combined circulation, both daily and Sunday is over 300,000.

FREE AND PETERS, INC.

NATIONAL REPRESENTATIVES

New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MAY 31 to JUNE 13, INCLUSIVE

Decisions . . .

MAY 31

KFRO, Longview, Tex. — Granted CP change 1370 kc 250 w D to 1340 kc 1 kw unl.

KSLM, Salem, Ore.—Granted license new equip., change 1370 kc 100 w to 1360 kc 500 w.

WROL, Knoxville — Granted license change equip.

WBLK, Clarksburg, W. Va.—Granted license increase D to 250 w.

WRNL, Richmond, Va.—Granted mod. license to Richmond Radio Corp.

KWJB, WGRM, KRBA, WDAH, WEXL, WIBU, WLAK—Granted regular renewals.

WTAL, Tallahassee, Fla.—Granted temporary renewal license.

WGRC, New Albany, Ind.—Granted auth. transfer control to Charles Lee Harris and S. A. Cisler Jr.

KHBC-KGMB, Honolulu—Granted auth. transfer control to Consolidated Amusement Co.

SET FOR HEARING — NEW, Hot Springs Bestg. Co., Hot Springs, Ark., CP 1310 kc 100-250 w. unl.; WCNW, Brooklyn, mod. license amended to unl. (asks facilities WMBQ, WWRL); KMPC, Beverly Hills, Cal., CP move trans., new equip., increase to 1-5 kw unl.; NEW, Opelika-Auburn Bestg. Co., Opelika, Ala., CP 1370 kc 100-250 w unl.; KSD, St. Louis, CP move trans, install DA system, change 550 to 630 kc unl.; KXOK, St. Louis, CP change 1250 to 630 kc. increase D to 5 kw.

MISCELLANEOUS — KGMB-KHBC, Honolulu-Hilo, granted reconsideration and grant without hearing applics. renewal licenses (cause of objection removed); KNEL, Brady, Tex., denied reconsid. & grant without hearing CP increase D to 5 kw; WBAX, Wilkes-Barre, Pa., denied reconsid. & grant without hearing applic. renewal license; NEW, Black River Valley Bcsts., Watertown, N. Y., denied special relief vacating order of 12-2-36 in which applications were granted, and applic. of Watertown Bestg. Corp. denied, and ordered hearing de novo before an examiner, together with WCAD applic. voluntary assignment license and CP move to Watertown; NEW, Clinton Bestg. Corp., Clinton, Ia., and NEW, Burlington Bestg. Co., Burlington, Ia., applications set for further hearing; NEW, Courier Post Pub. Co., Hannibal, Mo., and NEW, Hannibal Bestg. Co., Hannibal, Mo., denied Courier Post Pub. Co., request to grant applic. new station at Hannibal, and set for further hearing, consolidated, on interference, applic. Hannibal Bestg. Co.

JUNE 1

KGIW, Alamosa, Col.—Granted applic., assign. license from Leonard E. Wilson to E. L. Allen.

KCRJ, Jerome, Ariz.—Granted assign. license Charles C. Robinson to Central Arizona Bestg. Co.

JUNE 2

MISCELLANEOUS — WPAX, Thomasville, Ga., granted order take depositions in applic. John F. Arrington Jr., Valdosta, Ga.; KDYL, Salt Lake City, granted postponement hearing re KUTA applic.; NEW, Samuel M. Emison, Vincennes, Ind., granted order take depositions; KUSD, Vermillion, S. D., granted postponement renewal hearing; KMAC, San Antonio, granted motion amend applic. to 930 kc.; WGBF, Evansville, Ind., granted petition vacate order take depositions; NEW, Roy E. Martin, Opelika, Ala., denied leave dismiss without prejudice applic. CP.

JUNE 3

MISCELLANEOUS—Mayor LaGuardia, of New York, granted continuance hearing to 9-11-39; WBBM, Chicago, granted extension temp. auth. Simul. N synchro-KFAB spec. hours due to daylight time; WSAJ, Grove City, Pa., granted temp. auth. remain silent during college vacation 6-15 to 9-20; WMC, Memphis, granted extension temp. auth. 5 kw N to 7-3, to overcome interference; WHP, Harrisburg, Pa., granted CP new trans.

JUNE 6

KSAL, Salina, Kan.—Granted assignment license to KSAL Inc.

W8XKA, Pittsburgh—Granted CP new trans., change to 42600 kc, increase to 1 kw, move to new location in Springfield, Mass.; granted CP new trans. W1XKB, E. Springfield, Mass.

WBNO, New Orleans—Granted vol. assign. license to WBNO Inc.

SET FOR HEARING—NEW, Dr. Willard Craver, Thomas B. Williams, Byrne Ross, Lawton, Okla.—CP 1420 kc 100 w unl.; WSPR, Springfield, Mass., mod. license 1140 kc 500 w ltd. to 1240 kc 250 w 500 w unl.; KGHF, Pueblo, Cal.—CP move trans., change equip., increase to 1 kw.

WKOK, Sunbury, Pa.—Granted mod. license use unl. hours 1210 kc 100 w.

MISCELLANEOUS—WBNX, New York, granted reconsideration and grant of renewal applic.; WCBA, WSAN, Allentown, Pa., denied motion to strike the issues, quash hearing notice, and reconsider applications assign. licenses (Craven voting No); KOY, Phoenix, Ariz., denied dismissal and return of applic. KOAC increase to 5 kw 550 kc.

JUNE 7

MISCELLANEOUS—NEW, Marion C. McCabe, Atlantic City, dismissed motion set aside order granting motion to strike protest and petition for hearing re applic. Press Union Pub. Co.; WJBL, Decatur, Ill., dismissed petition for denial of applic. Sherman V. Coultas, Milton Edge and Hobart Stephenson because of dissolution of applicant, and denied petition of Edge and Stephenson for leave to amend applic. by substitution of Edgar J. Korsmeyer as partner, and application of aforesaid applicant partnership was dismissed without prejudice to Edge and Stephenson; WMBG, Richmond, Va., dismissed petition for severance of applic. from that of WBNX; WHBY, Green Bay, Wis., granted renewal; NEW, Pillar of Fire, Zarephath, N. J., cancelled oral argument set for 6-15, at request of applicant.

JUNE 8

MISCELLANEOUS—KWTO, Springfield, Mo., granted extension temp. auth. 5-6 a.m. 1 kw for farm programs; NEW, Roy E. Martin, Opelika, Ala., denied as in default applic. 1310 kc 100-250 w unl. for failure to file written appearance.

JUNE 13

NEW, Louisville Times Co., Eastwood, Ky.—Granted CP facsimile.

WLAW, Lawrence, Mass.—Granted extension exp. synchronize WLLH.

WHK, Cleveland—Granted mod. license D to 5 kw.

KTKC, Visalia, Cal.—Granted mod. CP change equip.

SET FOR HEARING—WTNJ, Trenton, mod. license increase D to 1 kw.

MISCELLANEOUS—WCOV, Montgomery, Ala., granted order take depositions re mod. license; KUTA, Salt Lake City, granted withdrawal motion take depositions re CP applic.; KSL, Salt Lake City, granted petition intervene KUTA hearing; KWK, St. Louis, granted dismissal without prejudice applic. mod. license to increase power; NEW, Clarence H. Frey & Robert O. Greever, Logan, W. Va., granted leave file appearance; WJBO, Baton Rouge, granted order take depositions; KVWC, Vernon, Tex., granted license increase D to 250 w; WHOM, Jersey City granted license change trans., antenna; WCOS, Columbia, S. C., granted mod. CP trans., studio sites etc.; WLAW, Lawrence, Mass., granted license change equip.; WJBK, Detroit, granted license move trans. etc.; WLAP, Lexington, Ky., granted further hearing; KFRU, Columbia, Mo., dismissed petition for withdrawal of rehearing petition re KVOD and KFEL applics.; KUSD, Vermillion, S. D., granted reconsideration and grant renewal applic.

Proposed Decisions . . .

WJAC, Johnstown—Granted mod. license to unl.

NEW, Richland Inc., Mansfield, O.—Granted CP 1370 kc 250 w D.

NEW, Richland Inc., Mansfield, O.—Granted CP 1370 kc 250 w D.

WJAC, Johnstown, Pa.—Granted mod. license to 1370 kc 100-250 w unl.

Applications . . .

JUNE 2

WLAW, Lawrence, Mass. — License change equip.

WJBK, Detroit—License new antenna etc.

WAZL, Hazleton, Pa.—Mod. license to unl.

WILM, Wilmington, Del.—Mod. license to unl.

WWL, New Orleans—Extension exp. auth. unl. time.

WPTF, Raleigh, N. C.—Extension exp. auth. 5 kw directional, re hours.

NEW, Frank R. Pidcock Sr., Moultrie, Ga.—CP 1500 kc 100-250 w unl., amended to 1370 kc.

NEW, Hazlewood Inc., Orlando, Fla.—CP 1390 kc 1 kw unl.

WISN, New York—Mod. license N to 500 w.

WHIP, Hammond, Ind.—CP unl.

KWTO, Springfield, Mo.—Mod. license re hours, using 1 kw 5-6 a. m.

NEW, Don Lee Bestg. System, Los Angeles—CP mobile television.

JUNE 6

WSPR, Springfield, Conn.—Vol. assign. license to WSPR Inc.

WLW, Cincinnati—CP change trans.

WHP, Harrisburg, Pa.—Mod. CP increase power etc., re trans.

KMAC, San Antonio—CP change 1370 kc 100-250 w to 630 kc. 1 kw unl., amended re antenna and freq. change to 930 kc.

NEW, W. B. Dennis, Plainview, Tex.—CP 1210 kc 100 w D.

WJBW, New Orleans—License for new equip., move trans.

WWAE, Hammond, Ind.—CP move trans. locally.

JUNE 12

WBNY, New Buffalo—Mod. license increase N to 250 w.

WFVA, Fredericksburg, Va. Mod. CP re antenna, trans.

KTOK, Oklahoma City—License for increased power.

WRUF, Gainesville, Fla.—CP increase to 10 kw LS Denver, 5 kw N, unl.

WFBM, Indianapolis—Vol. assignment license to WFBM Inc.

WCLS, Joliet, Ill.—CP change trans., antenna, studio.

KDRO, Sedalia, Mo. — Mod. CP new trans., antenna.

KIRO, Seattle—Mod. exp. auth. increase to 5 kw.

WDEL, Wilmington, Del.—Mod. license to 500 w unl.

NEW, Harold Thomas, Bridgeport, Conn.—CP 1310 kc 100-250 w unl.

NEW, Radio Voice of Springfield, O.—CP 1310 kc 100 w unl.

WOPI, Bristol, Tenn.—CP new trans., antenna, increase D to 250 w.

KABC, San Antonio—CP new equip., antenna, change 1420 kc 100-250 w to 630 kc 1-5 kw.

WBBM, Chicago—CP change trans.

NEW, Yuma Bestg. Co., Yuma, Ariz.—CP 1210 kc 100-250 w unl.

NORTHERNMOST station in North America, when it is completed early this autumn, will be the new KFAR, Fairbanks, Alaska, 1,000 watts on 610 kc. It will be ultra-modern in every detail, as evidenced by this architect's drawing of transmitter house located near the University of Alaska campus. An RCA transmitter and 300-foot Lehigh radiator are being installed. KFAR, owned by Capt. A. E. Lathrop, pioneer Alaska mining man, industrialist and publisher, has issued a 66-page "preview" volume titled "From the Top of the World to You" which is virtually a handbook of the entire Territory of Alaska.

Ionosphere Shows Frequency Choice

Bureau of Standards Making New Service Available

NATIONAL Bureau of Standards in Washington, through its "ionosphere" reporting service, which is somewhat similar to weather reporting service, is making available data which can be directly applied by the radio engineer in his choice of frequencies for any communications job, according to Dr. J. H. Dellinger, chief of the Bureau's radio section.

"Ionosphere" is the vast electrical "ocean" surrounding the earth, and is a new world in which radio research and radio operations have given Bureau experts access in the past few years, Dr. Dellinger stated. It exists anywhere above the earth at heights between 50 and 250 miles.

Reflection of Waves

Instead of being occupied by air, the ionosphere is filled with positive and negative electricity existing in layers. It is by reflection from these layers that radio waves travel from one point to another, he explained.

The electrical condition in the ionosphere is caused by ultra-violet rays from the sun, not the ultra violet rays which produce tan on the bathing beaches, but more powerful rays which would be harmful if they were not prevented from reaching the earth's surface by being absorbed in the ionosphere, Dr. Dellinger stated.

The Bureau of Standards has, as a result of its successful experiments, established an ionosphere reporting service. It gives data, weekly and monthly, obtained from its charting of the ionosphere, which assist in the predetermination of radio transmission conditions. Such service is in some respects like the weather reporting service. The reliability of ionosphere prediction will probably surpass that of weather because the controlling factors are somewhat better known and more uniform, according to Dr. Dellinger.

Video in Dept. Stores

PLANS for equipping a national chain of department stores, with a "controlled television" system, comprising receivers throughout the store and a central studio where merchandise can be effectively televised by wire for "point of sale" display, are being pushed by American Television Corp., following a demonstration of the system at Bloomingdale's in New York. Samuel M. Saltzman, ATC president, is interviewing manufacturers of goods sold through department stores and their advertising agencies, invitating their participation in his plan to present televised displays of their products to store audiences. In addition to "live" programs, filmed continuities promoting the products of several national advertisers would be shown hourly in the stores, he said.

Network Accounts

All time EDST unless otherwise indicated.

New Business

EMERSON Radio & Phonograph Co., New York, on June 3 started *Elliott Roosevelt* on special Mutual network comprising WOR, Newark; WOL, Washington; WAAB, Boston, and 23 stations of Texas State Network, Tues., Thurs., Sat., 7:15-7:30 p.m. Agency: Lightfoot Associates, New York.

BOWEY'S Inc., Chicago, (Dari-Rich), on June 4 started *News & Rhythm* on 33 CBS stations, Sun., 10-10:15 a. m. (CDST). Agency: Sorensen & Co., Chicago.

BELL & CO., Orangeburg, N. Y. (Bell-Ans), on June 5 started *Red River Dave* on 2 MBS stations, Mon. & Thurs., 8:15-8:20 a.m. Agency: Anderson, Davis & Platte, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer) on May 29 started 131 five-minute programs, 5 weekly, on 7 Colonial stations. Agency: Wade Adv. Agency, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on June 5 started for 52 weeks *Manhattan Mother* on 23 Pacific Coast Don Lee-Mutual network stations, Mon. thru Fri., 2:45-3 p.m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on June 5 started for 52 weeks *Ma Perkins* on 7 Pacific Coast Don Lee-Mutual network stations, Mon. thru Fri., 2:30-2:45 p.m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

DUART MFG. Co., San Francisco, (cosmetics) on May 28 started *Tom Breneman's Spelling Bee-Liner* over 7 CBS Pacific stations (KSFO, KNX, KARM, KOIN, KIRO, KVI, KFPY) Sun., 7-7:30 p.m. (PST). Agency: Erwin, Wasey & Co., San Francisco.

WANDER Co., Chicago (Ovaltine), remains on 15 NBC-Red stations during the summer, Mon. thru Fri., 4:45-5 p. m. (CDST). Agency: Blackett-Sample-Hummert, Chicago.

SOFENZ SALES Corp., Los Angeles (face cream), on May 23 started for 13 weeks *Beauty Secrets* on 6 CBS Pacific network stations (KNX KSFO KARM KROY KOY KTUC), Tues., 11:30-11:45 a. m. Agency: Richard Connor, Manhattan Beach, Cal.

ALLES & FISHER Co., Boston (63 cigars) on June 4 started 14 quarter-hour programs on 4 Yankee stations, Sunday p.m. Agency: L. B. Hawes, Boston.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 25 starts *Jack Armstrong* 16 NBC-Red stations for 31 weeks, Mon. thru Fri., 5:30-5:45 p. m. Agency: Knox Reeves Adv., Minneapolis.

RALSTON-PURINA Co., St. Louis (cereal), on Sept. 25 starts *Adventures of Tom Mix* on 49 NBC-Blue stations, Mon. thru Fri., 5:45-6 p. m. (repeat, 6:45-7 p. m., 8:15-8:30 p. m.). Agency: Gardner Adv., St. Louis.

Renewal Accounts

ALFRED DUNHILL Co., New York (Dunhill cigarettes), on July 3 renews *Name Three* on 4 MBS stations, Mon., 8-8:30 p.m. Agency: Biow Co., N. Y.

JERGENS - WOODBURY SALES Corp., Cincinnati (soap), on July 2 renews *Woodbury Playhouse* and *Walter Winchell* on 65 NBC-Blue stations, Sun., 9-9:45 p.m. Agency: Lennen & Mitchell, N. Y.

BAYUK CIGARS, Philadelphia, on June 12 renews for one year thrice weekly p.m. series on 6 Yankee stations. Agency: Ivey & Ellington, Philadelphia.

CBS Absorbs Charges

CBS has announced that effective July 3 it will absorb the added charges for programs originating from Los Angeles, which has carried added rates of $150 per hour, $90 per half-hour, $60 per quarter-hour, and half these charges for rebroadcasts. With this change of policy, pickups can be made without added cost from the four major originating points, Los Angeles, Chicago, Washington, and New York.

SPERRY FLOUR Co., San Francisco, on May 29 renewed for 13 weeks *Dr. Kate* on 6 NBC-Pacific Red stations, Mon. thru Fri., 9:45-10 a.m. (PST). Agency: Westco Adv. Agency, San Francisco.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on May 31 renewed for 13 weeks, participation in *Early Morning News* on 15 California Don Lee network stations, Tues., Thurs., Sat., 7:45-8 a.m. Agency: Raymond R. Morgan Co., Hollywood.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strikes), on July 8 shifts *Your Hit Parade* on 101 CBS stations Sat., from 10-10:45 p. m. to 9-9:45 p. m.

PHILIP MORRIS & Co., New York (cigarettes), on June 30 shifts *Johnny Presents* on 29 CBS stations from Sat., 8-8:30 p. m. to Fri., 8:30-9 p. m.

BRISTOL-MYERS Co., New York (Vitalis), on July 5 shifts for 13 weeks *For Men Only* from 45 NBC-Red stations, Tues., 8:30-9 p. m. to 53 NBC-Red Wed., 9:30-10 p. m.

PET MILK SALES Corp., St. Louis, on July 8 shifts *Saturday Night Serenade* on 54 CBS stations Sat. from 9:30-10 p. m. to 9:45-10:15 p. m.

PHILIP MORRIS & Co., New York (cigarettes), on June 23 renews *Breezing Along* on 3 MBS stations, Fri., 8-8:30 p.m. Agency: Biow Co., N. Y.

CAMPBELL SOUP Co., Camden, N. J., on Sept. 10 resumes *Campbell Playhouse* on 59 CBS stations, Sun., 8-9 p. m. Agency: Ward, Wheelock & Co., Philadelphia.

RCA MFG. Co., New York, on June 26 shifts *Magic Key of RCA* from 118 NBC-Blue stations, Sun., 2-3 p. m. to 53 NBC-Blue, Mon., 8:30-9:30 p.m. Placed direct.

MARS Inc., Chicago (bar candy), on Aug. 28 shifts *Dr. I. Q.* from NBC-Blue to 56 NBC-Red stations, Mon., 8-8:30 p.m. (CDST). Agency: Grant Adv., Chicago.

We have the Man
you are seeking...

Several graduates of our recent radio engineering course are available to fill responsible technical positions. We know all about their ability, training and past experience. We believe we have just the man you are looking for. There is no charge for getting you together—our reward is derived from the satisfaction of seeing GOOD MEN find GOOD JOBS. Write your requirements to E. H. Rietzke, President, Capitol Radio Engineering Institute, 3224 16th Street, N. W., Washington, D. C.

Paramount's Spots

PARAMOUNT Pictures, New York, since June 4 has been using spot announcements immediately following the *Jack Benny* programs on the 49 NBC-Red stations which carry the broadcast under the sponsorship of General Foods Corp. Spots promote the star's new Paramount picture, "Man About Town," to be released about July 1. Buchanan & Co., New York, is the agency.

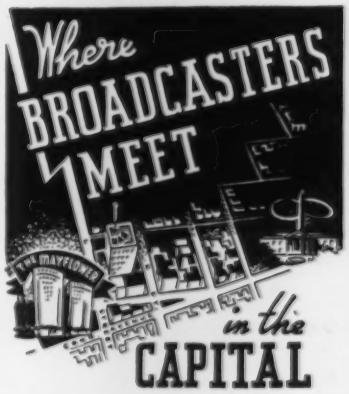
U. S. RUBBER Co., New York (tires), on June 9 shifted *99 Men & a Girl* on 82 CBS stations, from Wed., 10-10:30 p. m. to Fri., 9-9:30 p. m.

GENERAL FOODS Corp., New York (La France, Satina), on July 3 replaces *Mary Margaret McBride* with *Joyce Jordan, Girl Interne* on 40 CBS stations, Mon., Wed., and Fri., 12-12:15 p. m. Agency: Young & Rubicam, N. Y.

HOUSEHOLD FINANCE Corp., Chicago, on June 7 shifted *It Can Be Done* on 28 CBS stations, Wed., from 10:30-11 p. m. to 10-10:30 p. m.

MARS Inc., Chicago, on July 10 shifts its audience participation show *Dr. I. Q.* to 32 NBC-Red network stations, Mon., 8-8:30 p. m., CDST. On Aug. 28 the show will go on 56 Red stations. Agency: Grant Adv., Chicago.

AMERICAN TOBACCO Co., New York (Half and Half pipe tobacco), on Oct. 1 resumes *Ben Bernie* on 43 CBS stations, Sun., 5:30-6 p. m. Agency: Young & Rubicam, N. Y.



JUST around the corner from the new N.A.B. Headquarters on K Street. In the center of busy Washington.

Air Conditioned

BEDROOMS - RESTAURANTS
LOBBIES
During the Summer Months

The MAYFLOWER
Connecticut Avenue at L Street
WASHINGTON, D. C.
R. L. POLLIO, Manager

Bliley High Frequency Quartz Crystal Units are designed to provide accurate dependable frequency control under the adverse operating conditions encountered with mobile and portable transmitters. Both the rugged type M02 holder and the compact M03 temperature controlled mounting are widely employed for U.H.F. services where reliability counts. Catalog G-10 contains complete information on these and other Bliley Crystal Units for frequencies from 20 kc. to 30 mc. Write for your copy.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING — ERIE, PA.

Merchandising & Promotion

Festival of the Grouch—Poultry for Plugs—For Pipe Smokers—Families—Summer Stuff

GENERAL MILLS, Minneapolis (Korn Kix), as promotion for its weekly half-hour NBC *Grouch Club* will stage an all day Grouch convention in the Hollywood (Cal.) Bowl on July 16. More than 25,000 tickets are being distributed through Southern California grocers in return for two Korn Kix box tops each.

Harry Maizlish, general manager of KFWB, Hollywood, in charge of arrangements, stated that special acts supplied by Fanchon & Marco Agency, will be featured throughout the day, from 9 a.m. to 5 p.m. Festivities will be climaxed with the half-hour *Grouch Club* broadcast from the Bowl. Orphans, shutins and soldiers from various Southern California veterans homes will be brought to the Bowl as guests of General Mills. Ice cream, hot dogs, hamburgers and soft drinks, donated by various Los Angeles concerns, will be sold to the 25,000 persons attending. Proceeds will be turned over to the Los Angeles Parent-Teachers Association for its Milk Fund.

* * *

Missouri Balloons

KWOS, Jefferson City, Mo., releases four or five gas-filled toy balloons each day from a downtown street. Each balloon bears a postcard giving the station's name, the date of the release, and the name of one of the spectators in the crowd which watches the balloons released. Prizes are awarded to each person who mails in a card from a captured balloon and to each spectator whose card is first of that day's releases returned to the station in the mail.

* * *

For Prudential

FOR THE opening program of the *When a Girl Marries* series under sponsorship of Prudential Insurance Co. on CBS, Luther L. Hill, manager of KRNT, Des Moines, invited General Agent James C. Clapp and his sales force to the Des Moines Club May 29 After luncheon the first episoo was tuned in and Craig Lawrence, KRNT commercial manager, gave a short talk on radio advertising.

INVENTING gadgets, useful ones, is the hobby of Dick Aurandt, KSFO-CBS musical director in San Francisco, here shown demonstrating his new patented butter slicer to pretty Ethel Blumenthal of the station's home science department. Mr. Aurandt plans to market his device among restaurants. Tripped by a photoelectric cell, it drops uniform segments of butter upon a plate which intercepts the control light.

Summer Stunt

TO BOOST summer business in local department stores, KSFO, San Francisco, is sending its home economist, Elma Latta Hackett, to the various stores, where she conducts discussions on household planning, budgeting and other homemaking topics. Recently she attracted several hundred shoppers into one store's salesrooms with a chat on "Kitchen Planning". The KSFO merchandising staff also is arranging broadcast demonstrations from show windows as well as photographic exhibits of station personalities.

* * *

Chicks for Time Buyers

THREE baby chicks, with a sack of feed and a set of instructions on chick care, were delivered by Western Union messengers to 100 agency executives and time buyers over the country recently in the latest promotion stunt of KMA, Shenandoah, Ia. The instruction sheet said the trio represented three million chicks sold by one client using KMA this season and footnoted the information that KMA was ready to do other selling jobs.

* * *

For Des Moines Firms

PROGRAM DOPE with a sales slant is presented in *Dial Tones*, new house organ of KSO-KRNT, Des Moines, being published monthly for distribution to Des Moines business firms under direction of Wayne Welch, KSO-KRNT sales promotion manager. The publication, a 4-page job, carries a good number of pictures of radio personalities, success stories and news about radio advertising of special interest to local accounts.

* * *

On the Bandwagon

WARD BAKING Co., sponsor of Charley Freshwater's *Tip Top Bandwagon* series, heard daily 8-8:30 a.m. on WHKC, Columbus, is remodeling and renainting the 12-passenger Freshwater bus to carry out the musical theme written into the programs. Budd Sweeney, announcer, acts as m.c. for the Bandwagon troupe each Friday night when they present a weekly barn dance in rural communities.

* * *

Latest Home Gadgets

KGVO, Missoula, Mont., staged a Better Homes Exhibit recently, displaying all the latest in building materials and gadgets for the home and featuring a cake-baking contest sponsored by Montana Flour Mills for its Sapphire flour. Housewives were required to bake cakes with Sapphire flour and present a sales slip with entries, and the sponsor gave away five-pound sample sacks of flour during the last day of the exposition.

* * *

Television Display

THE KPO-KGO press department has installed a large window display picturing various steps in a television broadcast, in a music store in Oakland, Cal. A feature in the exhibit is an iconoscope tube.

WDAS Cartoons Syndicated

NEWSPAPER cartoons, used in promotional ads by WDAS, Philadelphia, in local papers for the last two years, now are being syndicated to about 20 outlets in other cities through Advertisers' Cartoon Service, Philadelphia. Two columns wide by 2½ inches deep, each cartoon pictures a ludicrous situation in which one of the characters is running out on the rest, shouting over his shoulder, "I'm going home and listen to WDAS", each station substituting its own call letters. Among stations now using the cartoons are WOL, WTAG, WICC, WSGN, WMAZ and WGST. Swap deals generally are arranged for newspaper space for the promotion.

* * *

Hobbies Lobbied

THE KPO-KGO press department, San Francisco, recently made arrangements with Jules Charbneau, whereby the *Hobby Lobby* program will get a permanent play at his miniatures exhibit at the Golden Gate International Exposition. A frame containing a series of photos of Dave Elman and scenes from *Hobby Lobby* broadcasts has been installed in the exposition exhibit. The network press department also placed a *Hobby Lobby* display frame at the Hobby Show recently held in San Francisco's Civic Auditorium. NBC did a broadcast from the Hobby Show and also obtained promotion in the street car signs advertising Elman's prize of a free trip to New York and a *Hobby Lobby* appearance.

* * *

Miniature Auto Licenses

B. F. GOODRICH RUBBER Co., Akron, which shares sponsorship of Pacific Coast League baseball broadcasts with General Mills, is offering a duplicate of motorists' individual California license plate in miniature to attach to chain to act as a key ring. Listeners are asked to send ten cents.

* * *

KYA Trailers

KYA, San Francisco, is promoting its feature programs and services on motion picture trailers now showing in ten first-run movie houses in San Francisco, the East Bay and at Treasure Island. The trailers are averaging 30 performances a week.

* * *

Typewriter Prizes

RADIO ATTRACTIONS, New York, producers of the *Shadow of Fu Manchu*, has arranged with the Underwood-Elliott Fisher Co. to run a contest in various localities, in which listeners are asked to make a portrait of Fu Manchu using only the characters on a standard typewriter. Winners are awarded new portable typewriters.

* * *

Family Collars

BOTTLE COLLARS, placed on bottles with each delivery, are being used by Ecoma Dairy Products to call household attention to the change in time for *Your Family & Mine*, National Dairies disc, which it sponsors on WLEU, Erie, Pa.

KDKA's Spot Stunt

TO KEEP NBC spot salesman KDKA-conscious, KDKA, Pittsburgh, has started sending out frequent promotion pieces produced on its own offset printing press, which will reproduce pictures as well as text. The series covers all sorts of KDKA activities and personalities all with a businessy slant.

* * *

Free Tobacco

HOUSE OF CRANE, Indianapolis (Londonaire smoking tobacco), is mailing a card to all dealers in the WFBM listening area describing Gilbert Forbes news broadcasts. Free samples of the product are offered listeners who send name and address. Russell M. Seeds Co., Indianapolis, is agency.

* * *

Badges for Guests

OBSERVING an increase in the number of school groups visiting its studios, WSPD, Toledo, ordered several thousand little guest pins carrying the legend "WSPD Guest" and gives them to visitors. The pins are blue and gold, rectangular in shape, an inch wide and a quarter-inch deep.

* * *

Slates for Pupils

OFFER of a cardboard reproduction of an old-fashioned slate, with sketches of the schoolmaster and pupils of WWL's *Little Red Schoolhouse*, produced some 20,000 requests from listeners to this weekly New Orleans program, which depicts a typical school of 60 years ago.

* * *

Radio Families Analyzed

NBC has just issued a "Radio Time Buyers' Bird's-Eye View of U. S. Families," which, in a single table, shows all families, all radio families, and also urban and rural families and radio families by States, together with appropriate percentages and comparative rankings.

* * *

Good Old Summertime

RADIO COLUMNS of the *Des Moines Tribune* recently carried a series of stories about summer radio business, based upon data furnished KRNT-KSO salesmen by CBS and NBC. Tear sheets were distributed to clients and business men in the state.

* * *

New CBS Clipsheet

REPLACING its former mailings of mat proofs of publicity pictures to radio editors, CBS has started a weekly clip sheet, "CBS Pix", containing news notes as well as pictures.

BROCHURES

WOR—Feature Presentations, New York: Die-cut mailing piece, simulating a book and promoting the *Author! Author!* show.

NBC: "Calling All Women" brochure reviewing NBC programs slanted to feminine listeners.

WLW, Cincinnati: Mimeographed compilation of station popularity analyses for the WLW listening area, bound in a file-cover.

WLOK, Lima, O.: Offset-printed brochure presenting studio pictures and market data.

WJSV, Washington: "Quiz for the Color-Blind" brochure, with questions and multiple answers with the right answer (WJSV) printed in red to fool color-blind readers.

WLW
CINCINNATI

JAMES D. SHOUSE
VICE PRESIDENT AND GENERAL MANAGER

June 7, 1939

Ross Federal Research Corporation
18 East Forty-eighth Street
New York City

Gentlemen:

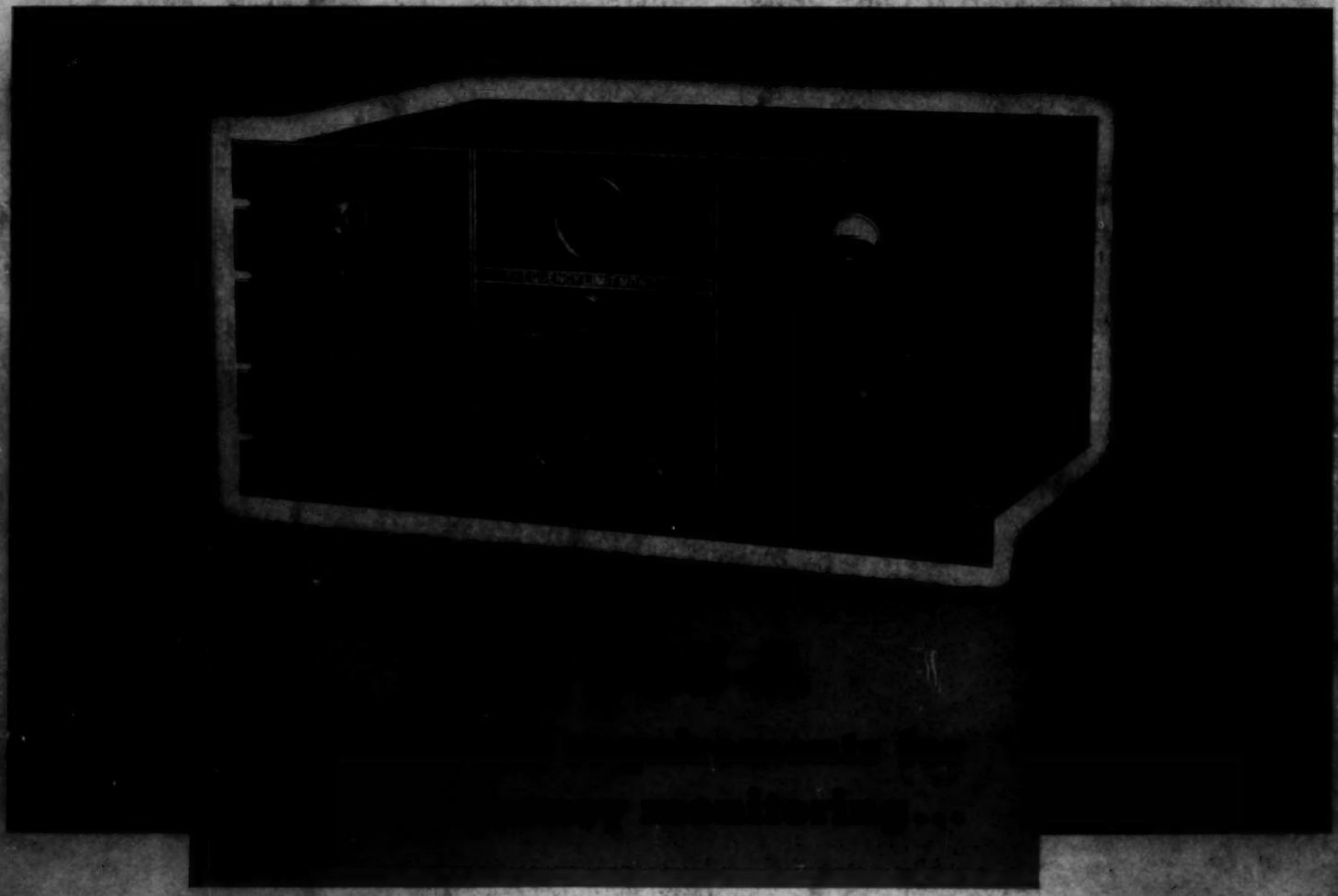
We understand that you are receiving a number of requests for information concerning the recent 118,920 call coincidental study made for us in twelve cities in our territory.

Although we have distributed some twelve hundred detailed analyses based on this study showing the results not only in cities which we dominate but showing also the results in cities which we do not dominate, WE ARE VERY GLAD TO EXTEND TO YOU OUR PERMISSION TO ALLOW AT ANY TIME A COMPLETE INSPECTION OF THE ENTIRE STUDY IN TABULATED FORM AND OF THE ORIGINAL CALL SHEETS PROVIDED SUCH INSPECTION IS SOUGHT BY A REPRESENTATIVE OF ANY ACCREDITED ADVERTISING AGENCY OR ANY NATIONAL ADVERTISER.

Sincerely,

J. D. Shouse

JDS:K



ALL HIGH-FREQUENCY broadcasting stations other than relay (portable pickup units) will shortly be required by regulations of the Federal Communications Commission to be equipped with an accurate frequency monitor. It is further stipulated that the carrier frequency shall be checked at the start of each operating period and as often thereafter as necessary to maintain the frequency within the allowed tolerance. These regulations apply particularly to international short wave, television, facsimile, ultra-high-frequency and experimental stations. Licensees of relay stations are obligated to provide the necessary means for determining that the operating frequency is within proper limits.

The RCA Frequency-Limit Monitor, Type 303-A, has been designed specifically for such applications and meets the requirements. It provides continuous and reliable monitoring of the carrier frequency, a neon lamp on the front panel flashing a warning signal when the frequency drift exceeds a pre-selected value within the legal tolerance of the transmitter. Precision of measurement is assured by the use of "V" cut, heat controlled crystal oscillators and accommodations for selective use of up to four crystals have been provided in the oscillator circuit. Thus, four different frequencies may be monitored with one instrument—a feature highly desirable in short-wave communication.

It is accurate, dependable and provides a wide scope of operation. The instrument requires little attention in use aside from watching at regular intervals for the warning signal. "Stand-by" position is available, permitting removal of all power except that to the crystal heater during idle station periods, with appreciable economy in current consumption.

FEATURES

HIGH ACCURACY—Readings within 0.005 per cent. Crystal-controlled oscillator in temperature-regulated chamber insures great frequency stability.

WIDE FREQUENCY RANGE—1500 kilocycles to 45 megacycles.

WIDE DEVIATION RANGE—50 cycles to 25 kilocycles. Instrument can be set to monitor any transmitter with legal tolerance of 0.01 to 0.05 per cent.

MULTI-CHANNEL FACILITIES—Up to four crystal units enable measurements on four different frequencies.

VISUAL WARNING—Flashing neon lamp on panel gives positive warning of excessive frequency-deviation.

DIRECT READING—Calibrated controls on panel set up frequency-deviation limit or measure drift direct in cycles.

HIGH-LOW INDICATION—Push-button on panel permits rapid determination of direction of frequency drift.

CONVENIENT OPERATIONAL CHECKS—Complete visual checks are provided on all phases of operation.

ECONOMICAL—Stand-by position reduces power consumption to 15 watts during idle periods.

OPTIONAL MOUNTING—Instrument is available in both rack-mounting and cabinet styles.

EASILY INSTALLED—Requires only external connections to transmitter and power supply. Power supply, 110 volts, 60 cycles.

RCA *Precision Test Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America